

For Immediate Release

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California's Medi-Cal Names BioDerm an Approved Manufacturer BioDerm Technology, Already Used by NASA Astronauts, Offers an Innovative Solution for Preventable Infections

LARGO, FL – Medical device manufacturer BioDerm, Inc., whose Liberty Pouch Clean & Dry™ provides a solution for men's Bladder Control issues, has been added to the Approved Manufacturer list for Medi-Cal, California's Medicaid program.

The Liberty Pouch, featuring BioDerm technology already used by NASA Astronauts, is the first Bladder Control product that gently attaches to the tip of a man's anatomy with a proprietary hydrocolloid seal. The patented design directs urine away from the body immediately, ensuring that customers stay dry and comfortable 24x7. Medi-Cal will now reimburse distributors and providers who supply the BioDerm Liberty Pouch to individuals.

"That's good news for over five million men in the U.S. who are forced to endure wounds and infections caused by 50 year old bladder control methods," says BioDerm's CEO, Dennis M. Kay, M.D. "Continence care is a \$21 billion issue and a large portion of that money is used to treat adult diaper and Foley catheter-associated complications. We believe our solution fills a critical need."

The Liberty Pouch Clean & Dry™, a covered benefit under Medicare Part B and most state Medicaid, will now also be covered in the most populous state in the U.S. The Medi-Cal announcement comes on the heels of new Medicare guidelines, which take effect October 1, 2008, excluding extra hospital costs for treating certain conditions that could have been prevented, including bedsores (pressure ulcers) and infections resulting from the use of catheters in the bladder.

Bedsore are the top wound care problem in the U.S. and diapers are one of the biggest contributing factor to bedsores formation. And urinary tract infections (UTI's) caused by indwelling catheters are the most frequent hospital and nursing home-acquired infection. Research has shown that more than 40% of all infections acquired in hospitals are Urinary Tract Infections (UTI's) and most are linked to catheters. Yet even with this information, a recent study found that hospitals are doing very little to reduce the risks. The study, which appeared in the Jan. 15, 2008, issue of Clinical Infectious Diseases, says that even the most basic steps to make catheters safer — like keeping track of which patients have them — are often not taken. The study was led by Dr. Sanjay Saint of the Veterans Affairs Ann Arbor Healthcare System and the University of Michigan.

"Indwelling Foley catheters are not an acceptable means of routinely controlling bladder incontinence," said Cynthia Maloney, director of the Seton Health Incontinence Treatment Center in Troy, New York. "In fact, it's one of the worst things you can do, because of the many bacteria and urinary tract infections."

Dr. Kay, who previously worked with medical device developers at Johnson & Johnson, C.R. Bard and Bristol-Myers Squibb, believes there is a better way.

"The problems caused by indwelling catheters, condom catheters, and absorbent pads are responsible for expensive and painful complications and may be at the heart of antibiotic-resistant infections such as MRSA and VRE," he commented. "The Medicare ruling, and our

acceptance by Medi-Cal, should be a wake up call that the Liberty Pouch may be a much healthier and cost-effective option for the patient.”

For more information, contact BioDerm at 1-800-373-7006 or log on to www.libertypouch.us.

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