

Press Bulletin: 7 January 2010

Developer of 12 Month Guaranteed DuoFertility Pregnancy Product wins UK Trade and Investment's Genesis Award

Cambridge, 7th of January 2010. Cambridge Temperature Concepts Ltd. ("CTC" or "the Company"), developers of the DuoFertility pregnancy product, is delighted to announce that it has won the Genesis Award for Assisted Newcomer of the Year. Awarded to the best new exporter, in the opinion of UK Trade and Investment, the UK Government's international trade body. DuoFertility opened for sales in May 2009 in the UK, and throughout the EU, thanks to rapid achievement of European Medical Approvals.

DuoFertility, which comes with a full 12 month money back guarantee, helps the one in six European couples who face difficulty in falling pregnant. By using its small and easy to use temperature monitor that women can wear discretely under their arm, DuoFertility can precisely monitor a woman's changes in temperature over a period of time. This information is automatically communicated electronically to a group of scientists for monitoring.

By being able to accurately predict woman's monthly cycles DuoFertility can identify the optimum time for procreation. Scientists have demonstrated that this method has been scientifically proven to identify fertile days with 99% accuracy. The product is now in use by hundreds of couples throughout the UK and Europe, with several pregnancies being reported each week.

Dr. Oriane Chausiaux, Chief Scientific Officer, Cambridge Temperature Concepts Ltd. and recent finalist for Young Entrepreneur of the Year, commented on the award: "We are delighted to have received this award and it is extremely satisfying to know that we are helping couples with their plans of having children and that we are able to touch so many people's lives so quickly. "With the high levels of success DuoFertility continues to give hopeful parents we are able to provide a 12 month guarantee that our customers will fall pregnant or your money back. We would like to wish all of our customers a very happy, and romantic, festive season."

In addition to winning the Genesis award, Cambridge Temperature Concepts was recently nominated in the category of top Life Sciences spin-out in the EU at the prestigious ACES technology awards in Paris. The nomination reflected the rapid time-to-market for its DuoFertility monitor.

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Photographs and Press backgrounders can be downloaded from our web site www.DuoFertility.com