

BeneChill News Release



RhinoChill IntraNasal Cooling System Selected as Finalist for 2012 MEDTEC EMDT Innovation Awards

26 January 2012 – The RhinoChill® IntraNasal Cooling System has been nominated for one of the European medical device industry's most prestigious awards.

The RhinoChill system has been shortlisted for the *Critical Care and Emergency Medicine Product of the Year* category prize in the first MEDTEC EMDT Innovation Awards. The Awards are the only European awards dedicated to recognizing these achievements in the sector.

Despite being successfully resuscitated, two out of three people who suffer a cardiac arrest die as a result of brain damage. Therapeutic hypothermia – a medically-induced lowering of body temperature – has been shown to improve survival rates and quality of life for resuscitation survivors. However, for every hour's delay in initiation of brain cooling, the risk of death increases by 20%.

RhinoChill is an easy-to-use, non-invasive portable cooling system which enables effective therapeutic hypothermia to be initiated as early as possible following cardiac arrest: even before the return of normal circulation. It has been shown to help preserve the brains of cardiac arrest victims.

Gregor Bischof, Group Event Manager of UBM Canon, commented, "The MEDTEC EMDT Awards are now in their first year and the quality and quantity of the entries is fantastic. Making the shortlist is a substantial achievement for all the companies involved due to the high calibre of entries. However, we would also like to thank all the people who took the time to enter this year. I look forward to seeing the finalists in Stuttgart in March."

"These awards are regarded as a universal benchmark of quality within the medical device industry", added BeneChill CEO Fred Colen. "Being shortlisted for RhinoChill is a tremendous achievement."

BeneChill

Industry renowned names such as **Dr. Frank Witte, Director of Biomaterial Research, Hanover Medical School, Mary Beth Privitera, Associate Professor/Co-Director, University of Cincinnati** and **Norbert Sparrow, Editor in Chief, EMDT** have been involved in the judging, along with other experts in different fields.

This year's winners will be announced at a ceremony at the Messe Stuttgart on 14 March 2012.

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About BeneChill, Inc.

BeneChill is a medical device company based in San Diego, California with European headquarters in Lausanne, Switzerland. The company is developing therapeutic hypothermia products with a focus on early, rapid, non-invasive cooling for use in the field. BeneChill's lead product, the RhinoChill® IntraNasal Cooling System, has CE Mark approval for inducing therapeutic hypothermia immediately following cardiac arrest, and is now available in most major European markets following a distribution agreement with Physio-Control.

Although BeneChill is working to obtain US approval, the company's products have not been approved by the FDA and are currently not available in the USA.

Investors in BeneChill include MedVenture Associates, NGN Capital, Healthcap Ventures, Medtronic and the Solon Foundation.

More information can be found at www.benechill.com

About MEDTEC Europe

Since 2002, MEDTEC Europe has become the must-attend-event for everybody involved in the supply-chain of medical device manufacturing.

The European medtech industry comprises - according to latest statistic from Eucomed - revenue of over €95 billion, of which € 7.5 billion trace back to investments in research and development projects.

With over 1000 exhibiting companies and 13,500+ attendees at last year's event, MEDTEC Europe is by far the largest exhibition of its kind, providing a 360-degree overview on the products and technologies which constitute the next generation of medical devices.

More information can be found at www.medteceurope.com