



“Investment In Innovation (In³)”

A PREVIEW OF EARLY-STAGE MEDTECH COMPANIES

October 22-24, 2008
Westin Copley Place, Boston



“There are 50 to 60 companies who showcase their opportunity at In3 EAST. For most, it’s the CEO at the podium who has 10 minutes to persuade me why I need to be at his breakout session. This helps me a great deal in selecting the companies I want to know more about.”

Arpesh Mehta
Director
Black River Asset Management



“We are pioneering what could be the first nontoxic product for the treatment of cancer. This is truly cutting-edge technology that is appreciated by the well-informed investors we meet at Medtech Insight conferences.”

Dr. Laurent Lévy
Chief Executive Officer
Nanobiotix



“The format of Medtech Insight’s conferences is certainly well organized, helping me to identify potentially breakthrough technologies that are consistent with our firm’s investing objectives and criteria.”

Bob Curley
Managing Director
Pinnacle Ventures

Ronald C. Trahan is President/CEO of Ronald Trahan Associates Inc. (www.ronaldtrahan.com), a public relations/investor relations firm that serves big and small companies, both public and private.



Novel antimicrobial coating technology to be showcased by Ceragenix in Boston

by Ronald C. Trahan

Ceragenix (OTCBB: CGXP) is a Denver-based medtech company with platform technologies in **infectious disease** and **dermatology**. The Company believes that its **CeraShield™** coating represents a dramatic advance in the field of **antimicrobial coatings for medical devices**. In recent *in vitro* testing, use of the CeraShield coating on PVC endotracheal tubes was shown to completely prevent bacterial colonization and biofilm development for 21 days, even when challenged with daily inocula of 10e6 (1,000,000) *Pseudomonas* bacteria (strain PA101) or multidrug-resistant *Staphylococcus aureus* (MRSA) bacteria. Of



Steve Porter
Chief Executive Officer
Ceragenix
Denver, Colorado

note: control tubes had more than 10e6 of adhered bacteria by day 3 and in excess of 10e7 by days 7, 14 and 21. “Our technology has been the subject of 14 peer-reviewed journal articles and 23 scientific poster presentations at prestigious scientific conferences, including the National Foundation for Infectious Diseases (NFID),” says **CEO Steve Porter**. “Also of interest is that our technology has been shown to be *rapidly* bactericidal against a *broad* range of bacteria, such as MRSA, VRSA (Vancomycin-resistant *Staphylococcus aureus*) and *C.difficile* (*Clostridium difficile*).” Porter also notes that the increasing financial and regulatory pressures to reduce hospital acquired infections (HAIs) are spurring leading device companies to pursue technology innovation. “We believe our technology lends itself well for use with a wide range of medical devices. We also believe that drug-eluting antimicrobial medical devices able to demonstrate clinical efficacy and reduction in HAI-associated costs will become the mainstay of medical practice in the near future,” adds Porter. Ceragenix’s impressive board of directors includes **Michel Darnaud**, who has served previously as President of the European division of **Boston Scientific Corporation**. Its scientific advisory board includes **Henry F. Chambers, MD**, Professor of Medicine, **University of California** (San Francisco) and Chief of the Division of Infectious Diseases at **San Francisco General Hospital**. “The In3 East conference in Boston in October will be a great place for us to meet new, sophisticated investors,” says Porter. ■

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Investment In Innovation (In³) East:

A Preview of Early-Stage Medical Technology Companies
Medtech Insight’s 32nd Investment & Partnering Event!

The Westin Copley Place, Boston, Massachusetts, October 22-24, 2008

Medtech Insight’s conferences have drawn over 7,500 attendees and more than 750 innovative, early-stage presenting companies during the past seven years—making them the premier investment, partnering, and networking event in the medical technology industry. *In³ East* will feature a new group of over 50 early-stage medical technology companies seeking partnering and/or investment.

To register for this conference, please call **Kristy Grimes** at **480-985-9512** or **888-202-5939** (toll-free in the U.S.), or send an email to in3@windhover.com.