

“Investment In Innovation (In³)”

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A PREVIEW OF EARLY-STAGE
MEDICAL TECHNOLOGY COMPANIES

The Ready System[®], first of many innovative cardiopulmonary products from NovoSci[™], to be showcased at In³ Irvine

by Ronald C. Trahan

These are heady times for NovoSci[™]. The Woodlands, Tex.-based company is: (1) preparing to launch **The Ready System[®]**, a miniaturized and condensed cardiopulmonary bypass circuit expected to significantly lower deleterious effects and subsequent morbidity associated with standard cardiopulmonary bypass; (2) expanding its core business of cardiopulmonary disposable products; and, (3) enlarging its intellectual property portfolio. “We’re

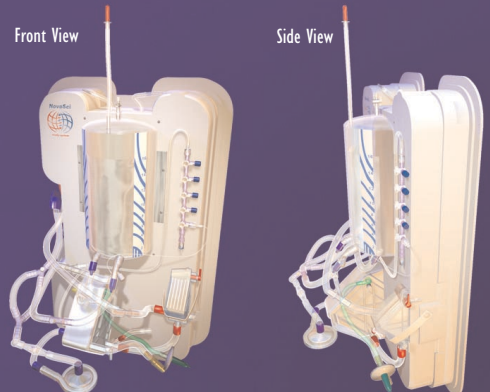


Michael J. Sorna
President and CEO
NovoSci[™]
The Woodlands, Texas

particularly excited about The Ready System, because it incorporates a number of safety and convenience features simply not found in other miniaturized and condensed circuits being introduced into the U.S. market,” says Michael J. Sorna, president and chief executive officer of NovoSci, who has more than 25 years of experience in the cardiovascular market, beginning with Baxter’s Artificial Organs Division. Since Baxter, Sorna has been instrumental in the success of six privately held startups, positioning these companies for a successful IPO or acquisition.

“Minimized and condensed cardiopulmonary bypass circuits show great promise in being able to significantly reduce or eliminate the deleterious side effects of traditional cardiopulmonary bypass circuits,” says David M. Fallen, CCP, Perfusion Manager for Asheville Cardiovascular & Thoracic Surgeons, PA, at Mission Hospitals, Asheville, NC. “I am excited and hopeful that the Ready System through the RESULT Registry Trial will show these benefits.”

“We believe The Ready System is *the* most advanced technology in cardiopulmonary products,” adds NovoSci CEO “Mike” Sorna. “We’re looking to raise \$10 million to launch this, and other, innovative products. Given the significant investor interest we had from our participation in the Medtech Insight conference in Boston in October, we are very pleased to have been selected by Medtech Insight to again present the NovoSci story to corporate and other leading investors at the next In³ conference in Irvine, in February.”

 <p>Front View Side View</p>	<p>NovoSci[™] is bringing a state-of-the-art alternative to standard cardiopulmonary bypass and the beating-heart surgery market with its Ready System[®] 200, an integrated solution for minimized cardiopulmonary bypass.</p>
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What leading investors are saying about Medtech Insight's In³ events:



“I make it a point to attend Medtech Insight's conferences because I can efficiently validate what I know to be at the cutting-edge in medical technology. I must maximize the time I spend staying on top of emerging companies, and

Medtech Insight meetings make it simple for me to do so.”

Jeffrey Barnes
General Partner
Oxford Bioscience Partners



“Medtech Insight conferences are a wonderful source of potential winners in leading-edge medical technologies. I imagine these conferences are always well-attended because insiders know it is a superb venue in which to inspect

many novel investment opportunities at one time.”

Hideki Mitani
Managing Director
Roberts Mitani LLC



“What I appreciate about the Medtech Insight conferences is that they are an extremely efficient cradle of first-rate investment possibilities. I also value the fact that these conferences are extremely well-organized. For these reasons, I always

look forward to attending.”

Paul Badawi
Kauffman Fellow
3i Group

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Medtech Insight's In³ conferences have drawn a total of more than 3,700 senior execs from the investment community and major medtech companies, and have featured more than 440 innovative early-stage presenting companies. In³ Irvine will, once again, feature a new group of over 50 early-stage medical technology companies seeking partnering and/or investment.

To register for this conference, please call 949-219-0150 or 888-290-2225 (toll-free in the U.S.), send an email to in3@medtechinsight.com, or register online at www.medtechinsight.com.