

AVACEN Medical and CellMark Medical Form Strategic Partnership to Globally Market the AVACEN-100 Medical Device



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SAN DIEGO, June 15, 2017 /PRNewswire/ -- AVACEN Medical (AVACEN) announced it has partnered with CellMark Medical (CellMark) for the international sale and marketing of its AVACEN-100, Class-II medical device.

The AVACEN-100 has recently received the CE (Conformité Européenne) Mark for the temporary increase in microcirculation and relief of widespread pain associated with fibromyalgia, among other indications. The device is also FDA-cleared in the USA for muscular relaxation.



AVACEN-100

The AVACEN-100 uses *The AVACEN Treatment Method*, an entirely new concept in medical treatment that noninvasively and safely infuses heat into the circulatory system to create muscular relaxation while increasing microcirculation throughout the body. Poor microcirculation is one of the principal contributing factors to almost all health problems such as diabetes, hypertension, migraines, vascular disease, atherosclerosis, kidney disease, Alzheimer's, early aging and others. It has been estimated that 80% of the population over the age of 40 may have moderately to extremely serious microcirculation problems. Almost every non-injury related pain can be traced to a compromised microcirculation issue.

AVACEN and CellMark have agreed to co-develop a worldwide market expansion program for the AVACEN-100 using CellMark's global marketing network. The CellMark Group is an employee-owned company with a network of 70 offices in 30 countries and annual sales of approximately 3 billion US dollars. Recently, the CellMark Group leveraged its strong marketing and distribution platform to expand into Bio Health care and Med Tech. As a result of the agreement with CellMark, AVACEN expects to accelerate its global marketing presence by 3-5 years.

According to AVACEN CEO Thomas G. Muehlbauer, "In addition to CellMark's existing worldwide distribution channels, they bring vital expertise and relationships which will facilitate rapid regulatory approval of the AVACEN-100 in even the most challenging countries throughout the world."

CellMark Medical's President, Niclas Mottus Olsson commented, "CellMark Medical was formed to cost effectively bring innovative medical devices to the world that improve quality of life. We are pleased to partner with AVACEN Medical to bring their unique and effective AVACEN-100 to international markets, using our proprietary trade platform, where we have an established network of distributors with broad access to end users."

About AVACEN Medical

AVACEN Medical is dedicated to the innovation and design of safe, easy to use, noninvasive drug-free alternatives for the management of aging, pain and wound-healing. Founded in 2009, AVACEN Medical is headquartered in San Diego, California.

The US Patent Office has issued 4 patents covering innovations embodied in the AVACEN-100 system which is expected to allow multiple therapeutic uses to alleviate symptoms associated with a circulatory, neurological, lymphatic, or endocrinal dysfunction, or any combination thereof.

Patents have been issued for China, Australia, Japan, UK, France, Germany, Spain, Sweden and Canada and are pending in India and Hong Kong.

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About CellMark

Headquartered in Gothenburg, Sweden, CellMark leverages an expert global trading infrastructure, with a network across 120 markets, to simplify the exporting process and minimize associated risks. This allows MedTech manufacturers transparent control of their international sales operations through a well-established distribution partner. CellMark coordinates the regulatory approval process in the local market, ensuring that necessary documents are comprehensively vetted and delivered to the correct authorities in a timely manner, and leveraging an in-depth network of experts to quickly overcome any local obstacles. More information can be found here:

<http://www.cellmark.com/divisions-business-units/medical>

IMPORTANT: The AVACEN-100 is not for sale for any non-cleared or non-approved indication mentioned in this document. More information can be found here: <http://www.AVACEN.com>

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