



Contact Information:

Lonnie Johnson, Director of Marketing
(864) 675-9800
ljohnson@narescue.com
www.NARescue.com

Contact Information:

Chris Marsden, Head of Marketing - Haemostatics
+44 (0)1270 50 38 64
Chris.Marsden@medtrade.co.uk
www.CeloxMedical.com

FOR IMMEDIATE RELEASE

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NORTH AMERICAN RESCUE, LLC WELCOMES CELOX™ HEMOSTATICS TO THEIR PRODUCT OFFERINGS

Greer, SC. (August 13, 2012) --- North American Rescue, LLC and MedTrade Products, Ltd. are pleased to announce the engagement of a partnership allowing North American Rescue (NAR) to distribute products in the CELOX™ emergency hemostatic portfolio including: CELOX™ granules, CELOX™ Gauze, CELOX™ Z-fold Gauze, and CELOX™-Applicator. Under terms of the arrangement, NAR will have rights to import, market, sell and distribute the products listed above for military and civilian pre-hospital trauma care directly and through distribution partners.

Effective immediately, North American Rescue is adding CELOX™ to its existing line of hemostatic options. The 10' Rolled CELOX™ Gauze was included in a recent study conducted by the United States Office of Naval Research and achieved favorable results when compared to competitors.

Chris Marsden, Head of Marketing of MedTrade stated that, "Celox™ Gauze has been shown in the recent US Navy testing to be best in class in all of the critical measures in their study. We are proud that North American Rescue has chosen to distribute Celox™ Gauze and make the best performing hemostatic gauze available to treat some of the worst wounds on the front lines of emergency medicine."

CELOX™ is an FDA cleared medical device that utilizes chitosan to achieve hemostasis in mild to high volume bleeding. Chitosan-based products act independently of the blood clotting cascade and form a gel-like clot by sticking directly to red blood cells. This is a key advantage when addressing injuries where the patient is experiencing hypothermia, acidosis or coagulopathy (known as the "Lethal Triad"), as these all affect the ability of blood to naturally form clots. Chitosan is a biocompatible, biodegradable compound that is made up of sugars that are naturally found in the body. No side effects have been documented.

"We believe that CELOX™ is a product that will be attracting more attention in the near future and are pleased to be able to partner with MedTrade in order to make it available to our customers," stated Joanne Walter, senior vice president of Product Management. "CELOX™ products are very competitive to similar hemostatic agents and will offer customers a very affordable solution."

MedTrade, founded in 1999, is an ethical, dynamic, fast growing medical device company with a substantial history of providing excellent high quality wound care products for hospitals, military and consumers worldwide.

North American Rescue, based in Greer, South Carolina, has proudly enjoyed the honor of serving their country, community, and customers for over a decade. NAR is leading the way in decreasing preventable deaths by providing innovative casualty care solutions to our uniformed soldiers, first responders, health care professionals, and security forces both at home, and abroad in foreign combat zones.

For further information on North American Rescue products, visit www.NARescue.com or call (864) 675-9800.

For further information on Medtrade, visit www.celoxmedical.com or contact feedback@celoxmedical.com.

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