



## C3 APPOINTS 6 NEW DISTRIBUTORS CELLSPRAY® AUTHORISATION FOR DENMARK UPGRADED

**Monday 20<sup>th</sup> September 2004, PERTH, AUSTRALIA:** Clinical Cell Culture Ltd (C3, ASX: CCE) today announced that 6 additional countries will be covered by C3 distributors and sales agents and that the Danish Health Authorities have upgraded their authorisation for CellSpray® products.

C3's CEO Troels Jordansen said "We are delighted to see additional strengthening of C3's commercial capabilities in Asia-Pacific and Europe. The interest in C3 technology continues to be very high at both a surgeon and distributor level; a good sign for future revenues.

The upgrading by the Danish Health Authorities of CellSpray® products means that C3 is no longer limited to clinical investigation status only. Commercial patients may also be treated."

The 6 new countries (highlighted in bold italics below) are joining an already substantial distributor network for ReCell®.

Country	CellSpray® (agents)	ReCell® (distributors)	Number of sales people employed	Inhabitants
Australia	Yes	Yes	20	20 mill
New Zealand	Yes	Yes	1	2.6 mill
Japan	Option*	Yes	30	128 mill
<b><i>Hong Kong</i></b>	<b><i>Yes</i></b>	<b><i>Yes</i></b>	<b><i>10</i></b>	<b><i>6.9 mill</i></b>
<b><i>Singapore</i></b>	<b><i>Yes</i></b>	<b><i>Yes</i></b>	<b><i>6</i></b>	<b><i>4.4 mill</i></b>
<b><i>Malaysia</i></b>	<b><i>Yes</i></b>	<b><i>Yes</i></b>	<b><i>10</i></b>	<b><i>23.5 mill</i></b>
Germany	No	Yes	10	82.4 mill
United Kingdom and Ireland	Yes	Yes	5	60 mill 4 mill
Italy	Yes	Yes	20	58 mill
France	Yes	Yes	5	60.1 mill
<b><i>Denmark</i></b>	<b><i>Yes</i></b>	<b><i>Yes</i></b>	<b><i>1</i></b>	<b><i>5.4 mill</i></b>
<b><i>Norway</i></b>	<b><i>Yes</i></b>	<b><i>Yes</i></b>	<b><i>2</i></b>	<b><i>4.6 mill</i></b>
<b><i>Finland</i></b>	<b><i>Yes</i></b>	<b><i>Yes</i></b>	<b><i>1</i></b>	<b><i>5.2 mill</i></b>
Netherlands	Yes	Yes	2	16.2 mill
Belgium	Yes	Yes	5	10.3 mill
Switzerland	No	Yes	4	7.3 mill
<b>Total</b>	<b>13</b>	<b>16</b>	<b>132</b>	<b>498.9 mill</b>

\* Pending further investigation.

- ENDS -



## FOR FURTHER INFORMATION PLEASE CONTACT:

Troels Jordansen or Gabriel Chiappini  
Clinical Cell Culture  
Tel: +61 (0)8 9355 6288  
Email: [investor@clinicalcellculture.com](mailto:investor@clinicalcellculture.com)

Claire Stannard  
Porter Novelli  
Tel: +61 (0)8 9386 1233  
Mob: +61 (0) 409 189 410

## ABOUT C3

Clinical Cell Culture (C3) is a publicly listed biomedical company that develops and distributes a number of tissue-engineered products for the treatment of wounds and other skin defects. Using proprietary tissue-culture/collection technology, C3 is able to provide innovative treatment solutions, using the patients own skin, to enhance healing rates, reduce scar formation and reintroduce pigmentation into the skin.

The company's lead products are CellSpray®, a suspension containing cultured skin cells from the patient for use in the treatment of major burns and scars, and ReCell®, a device that enables the collection of healthy skin cells for immediate application on damaged skin such as small burns, areas of pigment loss and scars. C3's products have been used on more than 1,600 patients to date.

C3 is focused on further research and development. Pipeline products evolving from our R&D programme include EpiGrow®, an autologous skin derived fluid for the treatment of chronic wounds and SteriFast®, an end-point sterility diagnostic system that will allow testing of biological products within hours, compared to current technologies which can take several days.

C3 is currently internationalising its business by seeking regulatory approvals for its products throughout Asia-Pacific, Europe and USA. Regionalised commercial support staff will support the launch activities and will be supplemented through a global network of independent distributors/agents.