



## **C3 SECURES AUSTRALIAN/NEW ZEALAND DISTRIBUTION PARTNER**

Friday 24<sup>th</sup> October 2003, PERTH, AUSTRALIA: Clinical Cell Culture Ltd (C3, ASX:CCE) today announced that it has signed two distribution agreements with Sydney-based medical distribution company, Equipmed.

The two agreements are for the distribution of C3's tissue-engineered cellular products, CellSpray® and ReCell® within the Australian and New Zealand markets (excluding the West Australian market).

C3 Chief Executive Officer Troels Jordansen said the Company was pleased to have established a partnership with Equipmed.

"In selecting the most appropriate partner for C3, we performed an extensive due diligence and concluded that Equipmed is one of the leading independent distributors focusing on the plastic/cosmetic surgery market in Australasia and that they meet and exceed C3's demands for the promotion and distribution of our products," Troels Jordansen said.

The ReCell® distribution agreement will be initiated once the Therapeutic Goods Association of Australia (TGA) has approved the product for general marketing. The agreements have a three year term.

"In order to facilitate a smooth transfer of our products to Equipmed, it is proposed that two C3 employees within our sales division will be transferred to Equipmed ensuring that C3's commercial profile in Australia is maintained."

As part of Equipmed's promotional campaign for C3's products, it will invest in workshops and symposia and will maintain the C3 branding in all its activities. The distributor is also committed to the introduction of a comprehensive clinical support programme developed by C3.

Equipmed has over 20 years experience in the Australasian medical distribution market and has over 30 staff servicing all major cities in Australia and New Zealand.

Equipmed has a sound understanding of the tissue engineering market in Australasia as evidenced by its established distribution relationship with Isolagen, an international company that provides fibroblast cells cultured from patients to treat frown lines, wrinkles and gum rejuvenation.



***About C3***

Clinical Cell Culture is a publicly listed biomedical company which develops and distributes tissue-engineered cellular products for autologous skin replacement.

The Company's lead products and product candidates are CellSpray®, cultured epithelial autograft spray suspension for the treatment of major burns and scars ReCell®, autologous cell harvesting device for the treatment of small burns, pigment loss and scars and EpiGrow®, autologous epidermal derived fluid for the treatment of chronic wounds. C3's products have been used on more than 1,600 patients to date.

C3 is currently internationalising its business setting up a production facility in Europe for CellSpray® and will in 2004 be selling ReCell® in more than 15 countries around the world.

[www.clinicalcellculture.com](http://www.clinicalcellculture.com)

***ENDS***

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