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CellerateRX[®] to be shown at 2011 Military Health Systems (MHS) Conference January 25-26

MARYLAND – Wound Care Innovations, LLC will be making a presence at the 2011 Military Health System (MHS) Conference.

“This conference is a kick-off for our government program with GMP (Government Marketing and Procurement),” said Ronald D. Mathis, Senior Vice President of Marketing and Sales.

WCI entered into a marketing agreement with Government Marketing and Procurement, LLC (GMP) of Reston, Virginia in September 2010. GMP will showcase CellerateRX[®] at the exhibition, which will take place January 25-26 at the Gaylord Hotel, Washington National Harbor, Maryland.

Along with the attendance of GMP, President of Wound Management Technologies Debbie Jenkins Hutchinson and Mr. Mathis will also be attending the conference.

The MHS Conference is expecting the attendance of 4,000 military and civilian personal. The conference focuses on health-care delivery, research, education and training with ways to best serve the preventive and health-care needs of its population.

“This is the biggest conference of the year for GMP,” said Mr. Mathis. “This conference means more business for GMP and therefore us.”

CellerateRX[®] Advantages

Hydrolyzed collagen	<ul style="list-style-type: none"> •The body does not have to break it down, delivering the benefits of collagen to the wound immediately •Minimizes potential of scarring •The ONLY hydrolyzed collagen on the market
Biocompatible	<ul style="list-style-type: none"> •May be used in conjunction with other therapies, treatment modalities, and any secondary dressing
Biodegradable	<ul style="list-style-type: none"> •Does not need to be removed from the wound bed with subsequent dressing applications
Ease of application	<ul style="list-style-type: none"> •Increases patient compliance and outcomes; ideal for home health care patients •Range of use from first dressing to closure •Put it on-cover it up-leave it alone..... Simple dressing application
Powder and gel	<ul style="list-style-type: none"> •Ideal for tunneled/undermining wounds and skin tears and flaps •No waste of product
No special storage requirements	<ul style="list-style-type: none"> •Protect from freezing •Sterile

Military Health System Conference



Conference: January 24 - 27, 2011
Exposition: January 25 - 26, 2011
Gaylord National Resort & Convention Center
National Harbor, MD

Educational CellerateRX White Papers are now online!

Each week we are releasing a new CellerateRX white paper covering various topics about the product, industry, and answering general questions. These can be found on our Facebook product page.

Read about:

- CellerateRX: Advantages
- CellerateRX: The Science
- CellerateRX: Cost Considerations
- CellerateRX: Skin Tears
- CellerateRX: Home Health Care

Search for CellerateRX the next time you log online!

CellerateRX® Effectively Manages Diabetic Ulcers...New CDC Report Indicates Type 2 Diabetes on the Rise... Diabetes Projected to affect up to 1 in 3 Americans by 2050

Wound Management Technologies, Inc., ([WNDM: OTCQB](#)) a leader in advanced wound care solutions, is meeting the challenge of a rise in type 2 diabetes in the US, as chronicled by a new report by the Center for Disease Control (CDC). The report published in the October 22, 2010 journal *Population Health Metrics* recommends that proper diet and physical activity can prevent type 2 diabetes and reduce its complications, among the most severe of which are diabetic ulcers and amputations. Wound Management, exclusive worldwide licensee and distributor of CellerateRX® wound care powder and gel, further recommends that existing diabetic patients who suffer from moderate to heavily exudative wounds should ask their doctor whether CellerateRX® may be an effective treatment for them. CellerateRX® is the only *activated* Type 1 collagen-based product reimbursed by Medicare and has been shown to effectively manage diabetic ulcers.

DIABETES COSTS US ECONOMY \$174B



The current CDC report states that the total costs of diabetes are currently estimated to be \$174 billion annually, including \$116 billion in direct medical costs. If CDC recommendations are not widely adopted and current trends of obesity continue, diabetes is projected to affect between 1 in 3 to 1 in 5 Americans by 2050.

According to the IDF, approximately 285M people will live with diabetes in 2010. WHO projects this to grow to 360M by 2030

Diabetes affects approximately 24M Americans; 57M are pre-diabetic and likely to develop diabetes within 10 years

15%-20% of diabetics will develop at least one ulcer

There are 82,000 leg amputations due to diabetes every year in the U.S. at a cost of \$11.5 Billion

Diabetes costs the US \$174B per year - \$116B in direct medical costs. If not curbed, 1 in 3 to 1 in 5 Americans by 2050 (CDC; 10/2010)

Every 30 seconds somewhere in the world someone loses a leg to diabetes

Nurse Testimonial

“I think that CellerateRX is a fantastic product! I have a patient that I have treated five times in the last 2 years for skin tears. When she gets one she always manages to do the job well. The first skin tear was on her leg and was 8cm long and 2 - 3cm wide. It was almost 1cm deep. On this little 100 lb lady that is pretty large. Thanks to CellerateRX it healed within two 1/2 weeks. This is a 104 year old lady with skin that is so frail and fragile that you can hardly tell if she has any subcutaneous tissue, as well as any adipose tissue. Healing any skin tear on this patient is a challenge. Fortunately for us we have CellerateRX on our formulary. Great product!!”

*Ramona Maldonado LVN
Treatment Nurse*



DPM Testimonial

“In my wound care practice, I have found that using CellerateRX powder really controls the exudate and when controlled I have noticed the start of granulating tissue. I have used it on a wide variety of wounds with good results. In fact, my staff likes it so much that when we get a wound the first thing that they want to use is CellerateRX. I have also found that using CellerateRX helps me to move onto other modalities if needed such as Apligraf or skin grafting to heal the wounds up in a timely fashion.”

Barbara J. Aung, DPM

Find the Evidence that matters to you!

I am interested in topics pertaining to:

Utilize our *Scientific Evidence toolbar* as the destination for information pertaining to your patients’ wound care needs.

Find your information at:

- CellerateRX.com
 - “The Science—Scientific Evidence”
- WMGTech.com
 - “Wound Care—CellerateRX Activated Collagen”

Scientific Evidence

I am interested in CellerateRX studies pertaining to:

- Podiatry
- Home Health Agency
- Nursing Home
- Wound Care Center
- Burn Center
- Physician, Surgeon, or Nurse
- Additional Studies

Visit WMGTech.com for information on all of our companies

WNDM Health Care











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About Wound Care Innovations, LLC.

Wound Care Innovations, LLC (WCI) is a wholly owned subsidiary of Wound Management Technologies, Inc. (OTC Bulletin Board: WNDM.ob - News) with its corporate headquarters in Fort Worth, Texas, and regional offices in Ft. Lauderdale, Florida. WCI markets and distributes wound care products to the healthcare market under patented technology licensed to the Company. The Company is positioned and seeks to be a leading provider of wound care products. For more information on CellerateRX®, please visit the WCI web site at <http://www.celleraterx.com/>.

About Wound Management Technologies, Inc.

Wound Management Technologies, Inc.'s primary focus is the distribution of its unique, patented collagen product, CellerateRX®, in the \$3.2B worldwide advanced wound care market, a market that is growing due to aging populations and the increase of diabetes. Over the past 2 years Wound Management has focused on developing evidenced-based studies on CellerateRX® and gaining physician awareness by participation in key industry conferences. Now Wound Management is focused on expanding sales through partnerships and contracted independent representatives. Wound Management has other advanced biotech products in development for bone wax, bone void fillers and shingles pain reduction as well as a subsidiary focused on eHealth technology for secure healthcare data collaboration and storage. More information can be found on the company's web sites: <http://www.wmgtech.com>, <http://www.celleraterx.com>, and <http://www.securehealth.com>.



Sign-up for our mailing list at wmgtech.com & stay updated!



- Reduces Pain
- Conforms to any Wound Site
- Biocompatible and Biodegradable

"The clinical results we have observed have validated the science behind the product."

*Desmond P. Bell Jr., DPM
President and Co-Founder
"Save A Leg, Save A Life" Foundation*



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