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CellerateRX and its Effectiveness in Dermatological Procedures

Steve Handy, CFO and CTO of Elite Financial Communications Group, LLC noticed an irregular patch of skin on his forehead. After a dermatologists diagnosis, he had the spot removed. He was so impressed with CellerateRX that he decided to share his story:

"I noticed a rough quarter-inch patch of skin on my forehead that would not go away. The texture felt different enough to visit a dermatologist. The doctor told me the skin had a 10% chance of being cancerous and suggested freezing it off. I was warned that the procedure would cause pain and sensitivity for a week, then develop into a bump for the next ten days, and finally turn into a month-long scab. I went ahead and told the doctor to freeze it off that day.

When I returned home, I immediately put CellerateRX gel on the wound. Using my finger I applied the gel and noticed the pain went away in a very short period of time. I did this every morning when I woke up. The gel stayed on open and uncovered for the entire day. The area never got red or had any inflammation and in two days a very reasonable scab formed that was nowhere near as ugly as the doctor suggested. In just two weeks the scab fell off in the shower with absolutely no scarring. CellerateRX made a normal six-week healing process last just two weeks.

Without getting into a long, drawn out story, I heard about Wound Management Technologies and CellerateRX at a conference in San Francisco, listened to the story, and went online and bought some product. After my experience I believe CellerateRX can fix it all!"



The screenshot shows the Wound Management Technologies website. At the top, there is a navigation menu with links for HOME, ABOUT WMDM, PRODUCTS, PIPELINE, INVESTOR RELATIONS, and CONTACT. Below the navigation is a search bar and a 'SIGN UP' button. The main content area features a 'Latest News' section with three articles, including one about the company's participation in a biotech conference. Below the news is a 'STOCK TICKER' section showing the current price of WMDM at \$0.50. The 'CORE PRODUCTS' section highlights CellerateRX and Secure Health. At the bottom, there are several columns of links for 'About WMDM', 'Wound Care', 'Pipeline', 'Investor Relations', and 'Contact Us'.

The New WMGtech.com

Following in the footsteps of Q1 2011's celleraterx.com update is the new wmgtech.com.

The improved layout offers better navigation and company correspondence relating to our various products, pipeline, and investor relations.

Most improved is the Investor Relations tab, where visitors can follow filings, media, presentations, releases and more. Stop by wmgtech.com next time you are online.

You're Invited!

Join our mailing list at wmgtech.com or celleraterx.com and stay updated.

CELLERATERX & BURNS

A burn is an injury caused by heat, electricity, light, radiation, or friction. 1st and 2nd degree burns may be managed at home or in a healthcare facility. Proper management of burns is important as they are painful, can result in scarring, and can lead to serious complications.

CellerateRX gel is ideal for management of 1st and 2nd degree burns. Collagen has been shown to occlude nerve endings which results in a reduction in wound pain. Collagen has also been shown to minimize the potential for scarring.

Suggested application for burns:

1. Apply the gel to cover the burn
2. Cover with a non-stick dressing if desired. It is not necessary to use a cover dressing. As the aqueous component of the gel evaporates, it cools the site. The remaining hydrolyzed collagen film forms an occlusive barrier that protects the wound.

Re-application: (every 2-3 days or as desired)

1. Apply more gel to the burn. CellerateRX is biodegradable and does not need to be removed from the wound.



Repositioning Older People Every Three Hours Reduces Pressure Ulcers

Repositioning older persons at risk of pressure ulcers every three hours at night, using the "30 degree tilt" method, reduces the incidence of pressure ulcers, according to Irish researchers.

They studied 99 patients who were repositioned every three hours at night using the 30 degree tilt – the patient is placed in a laterally-inclined position, supported by pillows, with their back making a 30 degree angle with the support surface.

The authors compared pressure ulcer development in this first group with a second "usual care" group of 114 patients who were repositioned every six hours using 90 degree lateral rotation.

The authors found 3% in the 30 degree group developed an ulcer compared to 11% in the usual care group.

The authors said: "An effective method of pressure ulcer prevention has been identified; in the light of the problem of pressures ulcers, current prevention strategies should be reviewed.

"It is important to implement appropriate prevention strategies, of which repositioning is one."

Moore Z, et al. A randomised controlled clinical trial of repositioning, using the 30° tilt, for the prevention of pressure ulcers. Journal of Clinical Nursing 2011; Advance online publication

Original article published on 6/30/2011 at Nursing Times.net <http://www.nursingtimes.net/>

ON OUR NEWSFEED

CellerateRX Commercials on Fox News

On June 15th, Wound Management Technologies announced a direct-to-consumer television sales program for CellerateRX. The program entered rotation within the programming of the Fox News Network, home of such shows as The O'Reilly Factor, Hannity's America, and Geraldo at Large. The commercial spots run throughout the programming day.

PBM Adds CellerateRX to Its Health and Wellness Products

On June 2nd, Wound Management Technologies announced that WellDyneRx, a national pharmacy benefit management company (PBM), became a distributor of CellerateRX. WellDyneRx is a division of WellDyne, Inc., a provider of a range of health services including Pharmacy Benefit Management, Mail Order Pharmacy, Specialty Drug Fulfillment and online access to a broad range of information on health, disease, pharmaceuticals and wellness.

Wound Management Technologies Present Corporate Updates at Numerous Conferences in Q2 2011

WNDM was on location at the Undiscovered Equities Spring Conference, Boca Raton, the National Investment Bankers Association Conference (NIBA) Atlanta, the National Eagles and Angels Association (NEAA) New York City, and the OneMedForum NY Biotech Conference. The OneMedForum NY presentation was webcast live and recorded for viewing. A link to the OneMedPlace video, and the other conference presentations, can be viewed online at www.wmgtech.com in the Investor Presentations tab, under Investor Relations.

WNDM President Interviewed; Discusses 2011 Outlook and Beyond

Deborah Jenkins Hutchinson was interviewed in May by CEOFOInterviews.com. Topics within the interview include why Ms. Jenkins Hutchinson joined the Company, how and why the Company's FDA approved flagship product, CellerateRX, has become a primary treatment for all types of wounds (except 3rd degree burns) and the reasons why the investment community is beginning to take notice of the public company's common stock (WNDM: OTCQB). The interview can be accessed at <http://ceocfointerviews.com/interviews/WNDM-WoundManagement11.htm>

Q1 Results Filed, Record Revenue Reported with Cash Position at All-Time High

For the three-month period ending March 31, 2011, revenue was \$935,412, a 1,303% increase over first quarter 2010 net revenue of \$66,960. The increase in revenue was primarily attributable to enhanced sales efforts in 2010, which continued into the first quarter of 2011. The Company had a loss of \$2,743,921 for the first quarter of 2011, as compared to a loss of \$1,244,507 for the first quarter of 2010. The loss in the first quarter of 2011 included a non-cash loss of \$1,950,882 related to the conversion of certain debt of the Company into equity. Cash flow from operations at 3/31/11 was positive for the first time in the Company's history, \$124,278 as compared to a negative cash flow from operations of \$284,810 at 3/31/10. More detailed information can be viewed in the original press release on wmgtech.com, linked here: <http://wmgtech.com/blog/?p=228>

Several Agreements Signed in Q2

-On April 7 the Company announced that its Pharma Tech International Joint Venture, received new CellerateRX orders in Lebanon. The subsidiary completed a \$50,000 order for powder and gel with a second \$100,000 order scheduled...Continue Reading: <http://wmgtech.com/blog/?p=194>

-On April 14 the Company signed a multi-year channel partner agreement with Juventas, LLC, an affiliate of Biomet Texas, Ltd with a revenue target of \$9 M in 2012...Continue Reading: <http://wmgtech.com/blog/?p=198>

-On May 16 Pharma Tech International (PTI), a joint venture of WCI's subsidiary BioPharma Management Technologies, has signed an annual \$500,000 minimum sales agreement with Cure Hands, a company of international trade based in Saudi Arabia...Continue Reading: <http://wmgtech.com/blog/?p=205>

LETTER TO SHAREHOLDERS

On April 20th, Wound Management Technologies' President Deborah Jenkins Hutchinson released a letter updating the shareholders on the current status of the company. The letter covered the fact that the company's 2010 revenues were over three times 2009 revenues and that the commercialization plan initiated in 2010 is gaining traction. The CellerateRX activated collagen wound care product line sales have increased both in the United States and internationally. In January the Company forecast \$6M in revenues for 2011, an increase of over six times 2010. WNDM is now rapidly emerging and is believed to be cash flow positive and profitable in the upcoming 12-18 months. Further details about operational progress can be seen in the company's 2010 Form-10K filed on April 14, 2011.

The letter goes on at length to discuss product order growth, CellerateRX Activated Collagen, New Product Pipeline, Sales & Marketing Initiatives, Press, Investor Relations Reports, Value Growth Milestones, Staying In Touch, and similar upcoming news.

The full letter can be found at <http://wmgtech.com/blog/?p=200>

DID YOU KNOW?



CellerateRX.com has numerous Evidence Based Studies showing the performance of CellerateRX FDA Indications!

Diabetic Ulcers
Ulcers due to Arterial Insufficiency
Pressure Ulcers
Surgical Wounds
1st and 2nd Degree Burns
Traumatic Wounds
Venous Stasis Ulcers
Superficial Wounds



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A Wound Management Technologies, Inc Company

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>.