



Wound Care Innovations, LLC Expands Sales Management Team with Two Highly Experienced Executives

WCI's newly appointed Senior Vice President of Marketing and Sales Ron Mathis brings over 30 years of marketing and sales experience in a variety of industries including software systems and most recently medical device and pharmaceutical manufacturing. His background includes extensive experience in both the commercial and government sectors where he not only leveraged his sales and marketing expertise but also provided critical project management guidance. Mr. Mathis will be responsible for all associated activities related to the direct sales organization and the interface and coordination of the marketing department.

Also joining WCI will be Zach Guthrie as the newly appointed Vice President of Distribution where he will be responsible for identifying and developing new sales distribution channels for WCI both in the United States and internationally. Mr. Guthrie is a seasoned business development specialist in both the technology and healthcare industries. His most recent experience included operations management of a company that developed regulatory consulting solutions for medical device manufacturers seeking the establishment of sales and distribution in the European Union.



WCI Exhibiting at the 25th Annual Clinical Symposium on Advances in Skin & Wound Care September 30th—October 3rd

The symposium is produced by Wolters Kluwer Health/Lippincott Williams & Wilkins, publisher of Advances in Skin & Wound Care, and will be held in Orlando, FL Sept 30-Oct 3. The conference will meet the continuing-education needs of multidisciplinary skin and wound care practitioners by providing a forum for educational sessions and interactive workshops that offer comprehensive wound management strategies.

This symposium offers a great opportunity to inquire about WCI products and to discuss the benefits of CellerateRX in person.

WCI WELCOMES MCKESSON ONBOARD

WCI has partnered with the nation's largest health care service company, McKesson. The corporation, which is ranked 14th on the FORTUNE 500, is now distributing CellerateRX® products.

McKesson, a 176-year-old company and with 32,000 employees worldwide, distributes CellerateRX to pharmacies, hospitals, nursing and rehabilitation homes, doctor offices and patients.

To help with increased business sales in Florida and due to the growing demand of CellerateRX, McKesson has stocked CellerateRX in their Orlando facility for quick and easy access for their customers and pharmacies.

McKesson Company Overview

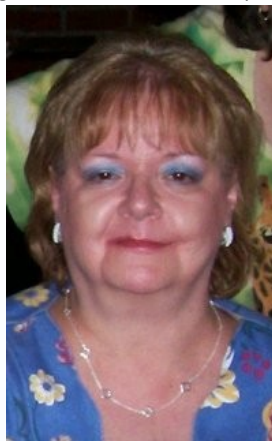
- NYSE: MCK
- Industry: Health care
- Founded 1833—New York City
- Headquarters: San Francisco, CA
- 2009 Revenue: \$106.6 billion

Nine Inch Wound Closes in Record Time with CellerateRx®

GALLOWAY, NJ – Beth Manne, 56, had an inconspicuous bump develop into a cause of great stress, worry and pain. The issue started off as cluster of blisters which eventually turned into a nine-inch wound that reached deep down into her muscle. The wound eventually grew to be as large as a carrot and as deep as a tennis ball.

The wound did not always look so severe. Neither she nor her husband thought the three blisters on her left outer tibia, which is located on the lower leg not far from the ankle, would have resulted in such a horrific wound which started from getting innocently bumped on the leg while at their second home in Idaho.

“I didn’t feel any pain and didn’t think anything of it,” said Manne. “The next morning when I looked at my leg I saw blisters. The blisters popped and the area started getting red and I started having pain. We went to the emergency room at Tri-State Hospital in Washington the very next day.”



Manne was eventually sent to Wound Specialist; Dr. Jane Fore at Tri-State Hospital, 1221 Highland Ave. Clarkston, WA, after Manne’s orthopedist saw the blisters forming into a larger wound as well as a blood clot.

In a short period of time the orthopedist luckily removed the blood clot that formed in her leg. Consequently the procedure left her with the nine-inch wound.

“After the removal I had a hole in my leg that went through all the layers of my skin to the muscle,” said Manne. “They were worried about it reaching the bone.”

Once the blood clot was removed, Dr. Fore, who uses CellerateRx® as a basic formula for her patients, started using the CellerateRx powder for about a month until the wound no longer drained. With progress finally being made, she then moved onto using the CellerateRx gel.

Manne remained under Dr. Fore’s care from December 2009 until April 2010 when she was given permission to fly home to New Jersey. Once in New Jersey, Manne started seeing her local doctor.

One month later, in May, when Manne went back to visit her doctor after doing her own CellerateRx applications from home, she couldn’t believe the difference in the size of the wound.

A few short weeks later when she went back in June, her doctor couldn’t believe the difference in wound size, Manne went on to say.

“It’s down from being 9 inches long, about the size of a carrot, to 2 inches long and 2 inches wide and is almost back up to the skin line when it comes to depth,” said Manne.

“My doctor said when it closes all together you wouldn’t even know I had this wound. In May it went to 4.5 inches down to 2 inches in June. It’s like a miracle happening before my eyes,” said Manne.

NEWS CONTINUED

KOMED

WCI signed an independent sales representative agreement with KOMED, LLC, an Atlanta based sales organization currently representing only the Microcyn wound cleaning product. Their organization was a perfect fit to also sell CellerateRx in the Southeast US (Texas to the Carolinas). KOMED has thirty-eight field sales people who began selling CellerateRx as of July 1st.

TV CAMPAIGN

Wound Management Technologies, Inc. announced an important milestone in its planned growth strategy. Its wholly owned subsidiary Wound Care Innovations signed a distribution agreement with KOMED, LLC of Georgia for direct response advertising on television and niche online marketing of CellerateRx® in the United States. TV Goods Holding Corporation (TV Goods), a subsidiary of H&H Imports, Inc., will produce and air the commercials marketing CellerateRx® in cooperation with KOMED, LLC.

Wound Management Technologies, Inc recently updated their online presence with a refined website. Check it out at: WoundManagementTechnologies.com



BEHIND THE COMPANY

MEET THE NEW BUSINESS DEVELOPMENT MANAGERS WHO ARE HELPING BUILD & SUPPORT CELLERATERX'S GROWTH IN FLORIDA:

Chuck Brenchley, who leads the Tampa area, has a vast sales background that covers retail, business to business, distribution and channel management. His experience includes mobile telecommunications, wireless data, technology sales and management with Fortune 50 corporations including Motorola, Qualcomm and IBM.

Chuck Brenchley



Contact Chuck at: cbrenchley@wndcare.com

Bonita Grega

Bonita Grega, who leads the Orlando northern area, has 20 years in pharmaceutical and business to business sales. Grega has received multiple awards based on her sales quotas from previous companies and also holds a Bachelors of Science and Technology degree from Georgetown University.



Contact Bonita at: bgrega@wndcare.com

William Berry

William Berry, who leads the Orlando southern area, has over six years of experience in sales, two of which in the medical industry.



Contact William at: wberry@wndcare.com

Brian Elms

Brian Elms, who leads the Jacksonville area, has worked in pharmaceutical sales for over 12 years. He has won multiple awards for his leadership and management skills. Elms holds a Bachelors degree from the University of Alabama in Communications with concentrations in Public Relations and Advertising.



Contact Brian at: belms@wndcare.com

Follow us on:



www.CellerateRX.com

WOUND CARE INNOVATIONS, LLC
 A Wound Management Technologies, Inc. Company
 790 E Broward Blvd.
 Suite 400
 Fort Lauderdale, FL 33301
 Phone: (800) 205 7719 (954) 315 9242
 Fax: (954) 315 9234
 Info@woundcareinnovations.net
www.CellerateRX.com