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Expanding CellerateRX Marketing Efforts



WNDM and WCI took out an ad with USA Today Your Life division to market CellerateRX to readers nationwide starting in October with Breast Cancer Awareness Month.

The **Your Life Guide to Women's Health** special fall edition is packed with everything from inside secrets for life's little luxuries, the key to designing your perfect holiday, tips on becoming rich, healthy lifestyle suggestions, and more.

Look for the magazine on your local newsstand or bookstore throughout the fall. The CellerateRX full-page advertisement can be seen on page 59.

Expect to see CellerateRX television ads in the near future. Follow us on Twitter @cellaterex or on Facebook at www.facebook.com/cellaterex for updates!



New Clinical Studies at cellaterex.com

A group of randomly selected patients from diverse backgrounds in long-term care facilities and outpatient office populations with the following types of wounds were used: lower extremity, acute, chronic, metabolic, and traumatic. Of the seven included patients, all except one were completely resolved between 11 days and 14 weeks. CellerateRX showed a high efficacy of success in these situation.

The Use of Hydrolyzed (Activated) Type I Bovine Collagen in Lower Extremity Complicated Wounds

by Eric J. Lullove, D.P.M., C.W.S., F.A.A.C.W.S - Podiatric Medicine & Surgery

Pyoderma Gangrenosum (PG) is a rare and painful ulcerative skin disease associated with autoimmune disorders. Lesions are often difficult to diagnose without knowledge of their clinical associations and usual presentation. The case presented showed a decrease in signs of inflammation of the wound base, reduction of exudate, decreased erythema and diminished symptoms of pain in 8 weeks with full closure of the lesion in 4 months.

A Novel Topical Therapy for Pyoderma Gangrenosum using Compound Hydrolyzed Type I Bovine Collagen

by Dr. Fore and Dr. Zinser with Temple University School of Podiatric Medicine

Medical Conferences Play Important Role in Q3 Development

Quarter 3 2011 was a busy one for Wound Care Innovations and Wound Management Technologies as employees attended the Clinical Symposium on Advances in Skin & Wound Care (September 9-12, National Harbor, MD), AdvaMed 2011: The MedTech Conference (September 28, Washington, D.C.), and The Symposium on Advanced Wound Care “SAWC” Fall 2011 (October 13-15, Las Vegas, NV).



CellerateRX Booth at SAWC 11

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ASWC 2011: On September 9-11, Wound Care Innovations attended and exhibited at the 26th Annual Clinical Symposium on Advances in Skin & Wound Care: The Conference for Prevention and Healing at the Gaylord National Hotel & Convention Center in National Harbor, MD (DC Metro area).

The conference attendees included nurses, physicians, podiatrists, physical therapists, dietitians and others who manage skin and wound care patients across the continuum of health care. Long time users of CellerateRX visited our booth and let us know how much CellerateRX helps with wound management in their respective settings. We met many clinicians who were excited learning about CellerateRX and are looking forward to incorporating CRX in their practice.

Dr. Fore and Dr. Zinszer with Temple University School of Podiatric Medicine presented an abstract poster at the ASWC 2011 featuring CellerateRX. The abstract is titled, A Novel Topical Therapy for Pyoderma Gangrenosum using Compounded Hydrolyzed Type I Bovine Collagen. Pyoderma Gangrenosum (PG) is a rare and painful ulcerative skin disease associated with autoimmune disorders. Lesions are often difficult to diagnose without knowledge of their clinical associations and usual presentation. The case presented showed a decrease in signs of inflammation of the wound base, reduction of exudate, decreased erythema and diminished symptoms of pain in 8 weeks with full closure of the lesion in 4 months.

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Advamed 2011: WNDM President, Deborah Jenkins-Hutchinson delivered an investor presentation about the Company at AdvaMed 2011: The MedTech Conference on Wednesday, September 28 at the Walter E. Washington Convention Center in Washington, D.C.

Ms. Jenkins-Hutchinson’s presentation focused on Wound Management Technologies’ 2011 progress and Q3/Q4’s emerging opportunities. She was joined at the conference by Cathy Bradshaw, who represented subsidiary Wound Care Innovations, LLC.



WNDM Presents at AdvaMed 2011

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SAWC 2011: A study about CellerateRX Activated Collagen usage was shown as a poster at the Fall 2011 Symposium on Advanced Wound Care (SAWC) in Las Vegas, Nevada. The study is now available for viewing at celleraterx.com

The Use of Hydrolyzed (Activated) Type I Bovine Collagen in Lower Extremity Complicated Wounds by Eric J. Lullove, D.P.M., C.W.S., F.A.A.C.W.S – Podiatric Medicine & Surgery

Wound Care Innovations was at this fall’s conference where 40 clinical sessions in addition to a major exhibition of products and services for wound care professionals was held. Many physicians, podiatrists, nurses, physical therapists and allied health professionals were in attendance. The SAWC is a venue where the wound care community gathers to discuss industry developments and is in its 24th year. A record 1,114 attendees went to this falls conference.

Wound Care Nurse Uses CellerateRX, Patients Benefit

"CellerateRX is a great wound care product! I have used it for 6 years and have realized excellent healing with all types of wound conditions (pressure ulcers, diabetic, venous stasis, ulcers secondary to arterial insufficiency, skin tears, etc). I have always been impressed with CellerateRX's excellent clinical results and its impressive cost effectiveness as compared to other wound care products."

Nancy Izquierdo, R.N. - Wound Care Nurse - Kindred Hospital Miami, FL



You're Invited!

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

SIGN UP NOW!

COMING SOON: Clinicians' Conversations Using CellerateRX Activated Collagen

In the coming weeks, Wound Care Innovations will be hosting a series of CellerateRX webinars. The webinars will be a dialogue for clinicians to discuss CellerateRX Activated Collagen; its uses, success stories, your questions, and much more. Check your inbox for the invitation that will include the entire schedule. We look forward to the conversation and hope you can join us!



UNPRECEDENTED BENEFITS

Unprecedented Performance:

- ◆ CRX α provides collagen's benefits immediately to the wound bed
- ◆ The size and form of CRX α helps jump start collagen's role in wound bed processes

Unprecedented Range of Use:

- ◆ Frontline therapy, from first dressing to closure
- ◆ Compatible with known single-objective therapies, including: silvers, debriders, grafts and skin substitutes

Unprecedented Cost Savings:

- ◆ Fewer required dressing changes translates to lower staffing and materials costs
- ◆ CRX α performs effectively with even the least costly secondary dressings such as gauze

Unprecedented Patient Friendliness:

- ◆ Collagen occludes nerve endings to reduce pain
- ◆ Ease of application increases patient compliance and provides minimal lifestyle interruption
- ◆ Collagen minimizes potential of scarring

Research Coverage Initiated by OneMedPlace

Wound Management Technologies (WMDM) and Wound Care Innovations (WCI) have had a long relationship with OneMed at various conferences, meetings, and industry events. This most recent coverage was released in November and can be read here: <http://www.onemedplace.com/forum/wp-content/uploads/2011/11/ResearchReportNovember.pdf>

onemedplace



The Latest Innovations in Health & Medicine

The coverage discusses the rationale to follow our company, the background and technology platform of our products, US market size and entry, US revenue growth, EU progress, patents, competition, and concerns.

OneMedPlace.com provides a place where Investors, entrepreneurs, executives, and scientists involved in building the future of health and medicine can connect and access the information and resources they need.

DID YOU KNOW?

CellerateRX.com has numerous Clinical 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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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>.