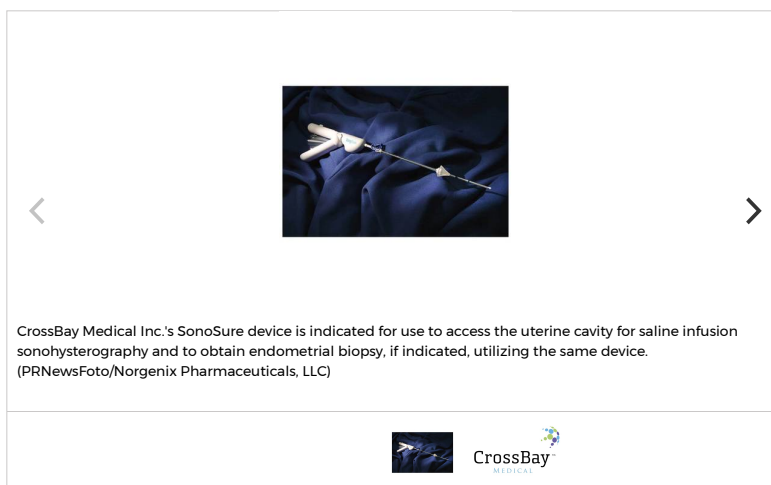


Norgenix And CrossBay Medical Announce Strategic Alliance And Medical Device Promotion



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SPARTANBURG, S.C., April 25, 2014 /PRNewswire/ -- Norgenix Pharmaceuticals, LLC, and CrossBay Medical, Inc. today announced a strategic alliance and revealed its medical device co-promotion, the SonoSure™ Sonohysterography and Endometrial Sampling Device.



CrossBay Medical Inc.'s SonoSure device is indicated for use to access the uterine cavity for saline infusion sonohysterography and to obtain endometrial biopsy, if indicated, utilizing the same device. (PRNewsFoto/Norgenix Pharmaceuticals, LLC)



Norgenix is partnering with CrossBay Medical for the co-promotion of the SonoSure™, a CE marked and 510(k) cleared device indicated for use to access the uterine cavity for saline infusion sonohysterography and to obtain an endometrial biopsy, if indicated, utilizing the same device. Norgenix has exclusive rights to market and distribute the SonoSure™ in the United States, as well as U.S. territories and military bases.

AUB occurs in 20 percent of women between the ages of 19 to 55. Saline Infusion Sonohysterography (SIS) and Endometrial Biopsy (EMB) are routinely used in the workup for AUB. Many providers perform these procedures at the same setting, using separate instrumentation for each procedure. This requires cannulation of the cervix at least twice. Other providers may require patients to have separate visits for the procedures. The SonoSure™ device combines Saline Infusion Sonohysterography and Endometrial Biopsy in the same device. It is indicated for use to access the uterine cavity for saline infusion sonohysterography and to obtain an endometrial biopsy, if indicated, using the same device.

"We are delighted that we can provide our affiliate partners in the U.S., Canada, and Europe with a truly affordable and effective product," stated Pius Vidyarthi, CEO of CrossBay Medical, Inc. "Through the extensive sales network that Norgenix offers, we can increase our distribution of innovative products focused on serving women and children."

"We are pleased to announce our partnership with CrossBay Medical," stated Michael Rackley, COO & Senior Vice President of Norgenix Pharmaceuticals, LLC. "With the exclusive distribution rights to the SonoSure™, we can continue fulfilling our mission of providing innovative and cost-effective technologies to the women's medical market. The innovation of this product helps to combine two procedures into one in a manner that is both convenient and minimally invasive to the patient. Our alliance with CrossBay Medical, Inc. will strengthen the Norgenix goal of offering solutions to unmet needs in the therapeutic area of women's health."

To learn more, visit Norgenix at the Annual Clinical Meeting of the ACOG (The American Congress of Obstetricians and Gynecologists) or www.crossbaymedicalinc.com.

Media Contact:

Sims Bouwmeester, 864.580.2350, sims@launchsomething.com

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