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**PRESS RELEASE**

## **AroCell closes distribution agreement for the Italian market**

**AroCell AB in Uppsala has signed a distribution agreement with the Italian company BIO EXE S.r.l. AroCell has developed a new innovative method for the determination of cell growth which will be of great clinical value for the prognosis, monitoring and follow-up of cancer patients. The first product is a blood cancer test. Under the agreement BIO EXE will handle distribution and sales of AroCell's product in the Italian market.**

“It is very important that we now get a distribution agreement for Italy, which is one of our most important markets. BIO EXE has long experience of similar products and already an established contact network among clinics and laboratories in our product area. We have also progressed far in discussions with other companies concerning other European key markets. About 220,000 patients in Europe will be diagnosed with hematological cancer each year. The potential market for monitoring of hematological cancer can be estimated to 350 – 400 MSEK,” says Anne-Charlotte Aronsson, CEO of AroCell AB.

BIO EXE, which has around 20 sales representatives, is located in Verona, Italy and is the distributor for several international companies. The company has wide experience of clinical marketing and launching of new analytes in the cancer area. BIO EXE will market and sell AroCell's product TK 210/hem in Italy, which includes participation in Italian congresses and meetings, to have contact with clinics and manage local clinical studies, all in cooperation with AroCell.

Cancer is characterized by uncontrolled cell growth. The higher the rate of cell division, the more aggressive is the tumor. Thymidine kinase (TK) is an enzyme that appears in connection with rapid cell division. The levels of TK in the blood are directly related to the survival time of cancer patients. AroCell has developed a test that measures the levels of TK and thus indicates how fast a tumor grows. The test, TK 210/hem, can also help to decide how intensive treatment that should be chosen and show how an ongoing treatment is working.

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### **AroCell AB (publ) in brief**

*AroCell AB is a Swedish company located in Uppsala. AroCell's tests discover cancer at an early stage. AroCell's technology is based on a unique method to determine how aggressive a cancer tumor is by measuring how fast it grows. The company's test TK 210 accomplishes this with a simple blood sample. The test has great clinical value as it makes it possible to detect remission and to determine if a cancer treatment is having effect or not. The first product is expected to be launched within a couple of months. AroCell is quoted on the Aktietorget equities market place and has recently carried out a new 7 MSEK share issue. The company now has approx. 430 shareholders, some 400 of these as a result of the share issue. Website: [www.arocell.com](http://www.arocell.com)*