

KC BioMedix™ Announces New President and CEO John C. Krackowsky to Lead Neonatal Neurostimulation Company

Shawnee, Kansas (November 1, 2009): KC BioMedix, a pioneer in the emerging market to assess and treat incompetent feeding in newborns, announced today that John C. Krackowsky has joined the company as President and CEO and that he has been elected as a member of its Board of Directors.

“We are very excited that John will be leading our company as we begin to commercialize our proprietary medical device therapies for these critically important indications,” said Michael Peck, board member and Managing Partner of Open Prairie Ventures. “The strategic and leadership skills he has developed over the course of his career will be of great value to KC BioMedix.”

Mr. Krackowsky’s professional career spans over two decades of executive experience in the medical device industry with much of it focused on the development and commercialization of new medical device technologies and device-based therapies. His career includes assignments with Coapt Systems, an aesthetic implant manufacturer where he served as Senior Vice President of Sales and Marketing for over six years, and Revitalon and FemRx, two life science start-ups where he served in executive and general management positions. Mr. Krackowsky holds an M.B.A. from Harvard University and a B.S. in Mechanical Engineering from Yale University.

Mr. Krackowsky arrives at a time when the company has completed product development of its first product, validated its manufacturing processes and gained FDA 510k clearance. The company’s flagship product, the NTrainer System®, has been designed to assess and treat incompetent feeding in premature infants. This serious condition significantly extends a premature infant’s stay in the neonatal intensive care, causing tremendous medical, financial and emotional burden on patients, families and the health care system.

“This is an exciting time here for all of us at KC BioMedix,” Mr. Krackowsky commented. “With the completion of our product development, our initial clinical study and FDA clearance, we are now positioned to ramp up production and initiate sales. I am honored to be a member of an organization whose innovative technology can help treat the millions of premature infants born each year that suffer from incompetent feeding. I look forward with great enthusiasm to leading this outstanding KC BioMedix team as we strive to commercialize our breakthrough product and build a dominant franchise in neonatal care.”

About KCBioMedix

KC BioMedix, Inc. is an early stage medical device company focused on developing and commercializing neurostimulation products that are used by neonatal healthcare providers to assess and treat the problem of incompetent feeding in premature infants. With over 500,000 infants born prematurely in the U.S. each year, and as many as half suffering from the inability to adequately breast or bottle feed, there is a compelling need for accelerating the healthy development of oral feeding skills. Delayed development leads to extended stays in the hospital neonatal intensive care unit, creating a substantial medical, economic, and emotional burden on hospitals, patients and their families.

Our first product, the NTrainer System[®], enables caregivers to better manage this problem by providing a standardized assessment tool to measure Nonnutritive Suck (NNS) performance. NNS is an essential neurological building block in an infant's coordination of sucking, swallowing and breathing - a capability required for independent oral feeding. Our system also provides a clinically proven ororhythmic neurostimulation therapy to reinforce NNS. Ororhythmic stimulation has been demonstrated to accelerate and achieve full oral feeding seven days sooner. Once healthy premature infants have achieved the ability to feed independently, they can be discharged from the neonatal ICU and sent home.

The NTrainer was invented by Dr. Steven Barlow, Professor of Neuroscience at the University of Kansas. Funded by several R01 NIH grants, this technology is the culmination of more than fifteen years of collaboration with physicians, engineers and developmental physiologists to produce a technology that could both measure and treat obstacles to the development of the infant brain.

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