



## **KCI Celebrates 15 Years of V.A.C.<sup>®</sup> Therapy with New 'V.A.C. Promise' Supported by Educational Website and Marketing Campaign**

**HELSINKI, FINLAND – May 20, 2009** — Kinetic Concepts, Inc. today celebrated 15 years of V.A.C.<sup>®</sup> Therapy with the launch of its 'V.A.C. Promise' to help heal more lower limb wounds in Europe by 2015. To support the program, KCI also announced two initiatives: the launch of a new website to educate healthcare professionals in the effective management of Diabetic Foot Ulcers (DFUs) and Venous Leg Ulcers (VLUs), together with an EMEA-wide marketing campaign.

The new website, [www.help2heal.eu](http://www.help2heal.eu), provides information on the causes, impact and treatment of DFUs and VLUs, as well as evidence and data on the clinical and economic benefits of using V.A.C. Therapy as part of the treatment of these particular ulcers.

“Across Europe, DFUs and VLUs are a major issue for clinicians and hospital managers alike,” explained Jason Gugliuzza, Vice President, V.A.C. Therapy Marketing, EMEA. “With this website, KCI fills a need amongst our customers for high quality, reliable information that is nevertheless clear and accessible.” Five million Europeans develop VLUs<sup>1</sup> at an average cost of €775m per year<sup>2,3</sup>. While the 4 million DFUs<sup>4</sup> that develop across the continent result in 400,000 amputations<sup>5</sup>, 85% of which could have been prevented<sup>5</sup>.

The EMEA-wide marketing campaign will focus on KCI's two latest V.A.C. dressing products designed to facilitate the application of V.A.C. Therapy: the V.A.C.<sup>®</sup> GranuFoam<sup>™</sup> Bridge Dressing and V.A.C.<sup>®</sup> Simplace<sup>™</sup> Dressing.

“With the 'V.A.C. promise' to help heal more lower limb wounds across Europe by 2015, KCI is setting itself a highly ambitious target,” said Gugliuzza. “If it's to be achieved, healthcare professionals will need access to the best possible treatments. To this end, KCI is constantly striving to develop innovative new wound care products and therapies,

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1 Margolis DJ, Bilker W, Santanna J, Baumgarten M. Venous Leg Ulcer: Incidence and Prevalence in the Elderly. J Am Acad Dermatol, 2002; 46(3): 381-386.

2 Simka M, Majewski E. The social and economic burden of venous leg ulcers: focus on the role of micronized purified flavanoid fraction adjuvant therapy. Am J Clin Dermatol, 2003; 4(8): 573-581.

3 Currency Conversion via: [www.ex.com/ucc/convert.cgi](http://www.ex.com/ucc/convert.cgi) (date visited: April 1st, 2009).

4 Diabetes and Foot Care – Time to Act. International Diabetes Federation, (2005) ISBN 2-930229-40-3

5 Derived from IST World. Optimal organisation of health care in diabetic foot disease (EURODIALE)

[http://cordis.europa.eu/data/PROJ\\_FP5/ACTIONeqDndSESSIONeq112482005919ndDOCeQ2021ndTBLeqEN\\_PROJ.htm](http://cordis.europa.eu/data/PROJ_FP5/ACTIONeqDndSESSIONeq112482005919ndDOCeQ2021ndTBLeqEN_PROJ.htm).

and to reflect that we have specifically centered our marketing efforts on our two newest dressing products. But healthcare professionals will also need access to the best possible information and our new website has a vital role to play in that respect.”

KCI's V.A.C. Therapy has an unprecedented body of clinical evidence that demonstrates the ability to promote wound healing through unique mechanisms of action while reducing the overall cost of treating patients with complex wounds.

### About KCI

Kinetic Concepts, Inc. (NYSE: KCI) is a leading global medical technology company devoted to the discovery, development, manufacture and marketing of innovative, high-technology therapies and products for the wound care, tissue regeneration and therapeutic support system markets. Headquartered in San Antonio, Texas, KCI's success spans more than three decades and can be traced to a history deeply rooted in innovation and a passion for significantly improving the healing and the lives of patients around the world.

KCI's three primary businesses include:

Advanced Wound Care - Includes KCI's proprietary Vacuum Assisted Closure®, or V.A.C. ® Therapy System, which has been clinically demonstrated to promote wound healing through unique mechanisms of action while reducing the overall cost of treating patients with complex wounds.

Regenerative Medicine - Represented by KCI's LifeCell business and includes tissue-based products for use in reconstructive, orthopedic and urogynecologic surgical procedures to repair soft tissue defects.

Therapeutic Support Systems - Includes specialty hospital beds, mattress replacement systems and overlays designed to address pulmonary complications associated with immobility, to reduce skin breakdown and assist caregivers in the safe and dignified handling of patients of size.

The Company employs approximately 6,700 people and markets its products in more than 20 countries. For more information about KCI, and how its products are changing the practice of medicine, visit [www.KCI1.com](http://www.KCI1.com).

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