

Donawa Lifescience Consulting, Signal Business Development and Mediclever Reimbursement Consultants Partner to Offer a Complete Service Package to Lifescience Start-Ups

January 10, 2011 (Rome, Italy and Tel-Aviv, Israel)

Donawa Lifescience Consulting, Signal Business Development and Mediclever Reimbursement Consultants today announced the availability of an integrated service package to streamline the development and commercialization of new lifescience products in the US and Europe.

When consulting companies assist life science companies in commercializing a new product, each one focuses on its own area of expertise and the client has to coordinate the inputs into a coherent strategy and action plan. Donawa (regulatory, quality and clinical research), Signal (market mapping, go-to-market strategy and implementation) and Mediclever (reimbursement) work closely together in order to provide clients with an integrated view of their challenges and opportunities.

Dr. Maria Donawa, President of Donawa Lifescience Consulting, commented "The ability to offer clients a 'one stop shop' for bringing healthcare products into the European and US markets adds real value to the services offered individually by Donawa, Signal and Mediclever."

Tina Ornstein, CEO of Signal Business Development: "We are proud to be joining forces with the consummate professionals at Donawa and Mediclever in order to help medtech companies penetrate the US market faster and better."

"It is my pleasure to be a part of this top-notch team. Donawa and Signal are both known for their excellent consulting services and have a proven track record in helping their clients successfully bring new products to market" said Amir Inbar, CEO of Mediclever Reimbursement Consultants, Ltd. "I believe this partnership offers unparalleled value to our clients" he added.

About Donawa Lifescience Consulting (www.donawa.com)

A trusted resource for helping clients meet US and EU clinical, regulatory and quality system requirements for medical devices, IVDs and pharmaceutical products. Donawa Lifescience Consulting is a full service European CRO and also provides EU Authorized Representative and US Agent services.

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About Signal Business Development (www.signalbd.com)

Signal Business Development, a member of The Trendlines Group, leads the US business development efforts of non-US medtech companies to accelerate their penetration into the US market. Our experienced in-house consulting team in the USA and in our EMEA office in Israel leverages an extensive network of business and investment contacts.

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About Mediclever Reimbursement Consultants (www.mediclever.com)

Mediclever reimbursement consultants manage end-to-end reimbursement projects for life-science companies, selling pharmaceuticals and medical devices in the US and Europe.

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