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Canica Design Awarded Milestone U.S. Patent for Dynamic Wound Closure Systems

**Clinical results indicate unique devices and a new method to close wounds
of practically any kind and size - faster with less pain and scarring**

[ALMONTE, Ontario - July 29, 2008] - Canica Design Inc., an innovative research and development company, has been awarded its first U.S. patent in a series of comprehensive U.S. and international patents that dramatically advance the management and closure of wounds of all kinds.

The extensive multi-national patent portfolio covers Canica's clinical and surgical system and method for moving and stretching skin and muscle.

"The elegance of Canica's technology is its sheer simplicity. This patent and the soon to issue second U.S. patent are especially strong because of uncommonly rigorous examination by the U.S. Patent and Trademark Office," said John S. Pratt, partner and chair of the intellectual property practice at Kilpatrick Stockton in Atlanta, Georgia, and who led the intellectual property team for Canica. "In light of the broad utility of the Canica system and the strength of the patent portfolio, I believe this intellectual property will prove to be of equal or greater patient benefit and commercial value than Wake Forest University's patents for negative pressure wound therapy."

A decade ago, wound management was revolutionized after the licensing of patents awarded to Wake Forest University researchers, which enabled the mass commercialization of negative pressure wound therapy (NPWT) and created what has grown to become a multi-billion dollar market.

Leonard G. Lee, president of Canica, notes that like NPWT a decade ago, Canica's dynamic wound closure system is yet another classic business school study in disruptive technology. "It undermines the business model behind most current products that focus on the prolonged and laborious process of managing a wound while it heals. In comparison, dynamic wound closure focuses on rapidly closing the wound, leaving nothing to manage. This is certainly disruptive to all those companies whose profits are generated by the cumulative sales of wound management consumables."

Julia Barry, Canica's manager of clinical and regulatory affairs, sees a strong alliance between NPWT, the disruptor of a decade ago, and Canica's wound-closing innovations.

“In our clinical work, we often use negative pressure wound therapy in combination with our dynamic wound closure devices. The clinical experience has been uniformly a set of superior outcomes, and faster than either therapy used alone,” she explained. “Dynamic wound closure deals with the mechanical wound state and NPWT manages the biological state, producing an optimal combination therapy for rapid reduction and closure of wounds, faster than ever before. The combined therapies simply produce superior results.”

Kerry Dustin, president of the Falls River Group, Naples, Florida, a boutique mergers and acquisitions firm focused on the medical devices field, believes dynamic wound closure (DWC) is an ideal technology for a company that wishes to be a dominant player in the negative pressure wound therapy market, not just a me-too player. He said, “As the key players in the wound-care market search for ways to encroach upon and divide the existing revenue pie for negative pressure wound therapy, we have here the technical advantage that will disrupt the very market they are fighting over.” Mr. Dustin believes DWC is an ideal technology “not only for those in or considering the NPWT game, but also for big pharmaceutical companies who are all searching for billion-dollar drugs and/or device opportunities and simply won’t settle for second place.”

About Canica Design, Inc.

Founded in 1999 in Almonte, Ontario, Canica is a design-focused medical company specializing in devices for rapid healing of soft tissue trauma using its proprietary dynamic tension technology. Canica grew from a surgical instrument company to one which develops a complete range of wound stabilization and closure devices that improve patient outcome by significantly reducing disfigurement, scarring, pain and the need for skin grafts and mesh repair, all while reducing costs.

All Canica devices are subjected to exhaustive review for marketability, patentability, regulatory compliance and clinical efficacy; then the company’s patented designs are taken to market via strategic alliances.

Please visit www.Canica.com to see Canica’s complete line of products or call 800-705-8312 for more information. Photographs and illustrations are available upon request.

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