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## **CELLNOVO RECEIVES CE MARK APPROVAL FOR WORLD'S FIRST MOBILE DIABETES MANAGEMENT SYSTEM**

LONDON, UK – September 19, 2011 – Cellnovo today announced that it has received CE Mark approval for the world's first mobile diabetes management system, a significant milestone for the company and for people living with diabetes.

“This is Cellnovo’s first step in a journey to bring this mobile diabetes management system to the world,” says William McKeon, Chief Executive Officer of Cellnovo.

Cellnovo is a complete diabetes management system built around the principles of mobile, wireless technology. The system includes an insulin patch pump, a wireless, touch screen handset with a built-in blood glucose monitor, and an extendable applications set.

“Cellnovo has created the first insulin pump that brings innovation and combines form with function, essential qualities in a device that patients have to interact with 24/7,” says Dr. Pratik Choudhary, Clinical Lecturer in Diabetes at King’s College London.

Cellnovo’s groundbreaking technology means that diabetes therapies can now be managed more easily, accurately and intuitively. The patch pump is the smallest and most precise ever developed, and the touch screen, wireless handset is instantly familiar to those who have used other mobile devices such as Apple’s iPhone.

“Cellnovo has combined advanced mobile and medical technology which may create a paradigm shift in diabetes care,” says Irl B. Hirsch, Professor of Medicine, University of Washington, Seattle, USA. “For the multitude of patients who could benefit from pump therapy, Cellnovo could be a game-changer.”

The most exciting feature of the Cellnovo handset is that it wirelessly receives and transmits real-time data to a portal for patients and caregivers to use. This means that patients no longer have the burden of keeping meticulous journals, and that the data collected is incredibly accurate and consistent, ensuring optimal monitoring and treatment of the disease.

“The ability to see real-time data of patients who may be hundreds of miles away provides the opportunity to redefine our care model,” says Dr. Mark Evans, Lecturer and Honorary Consultant at the Institute of Metabolic Science at the University of Cambridge.

### **About Cellnovo**

Cellnovo, an innovative UK-based mobile health company, is committed to bringing greater freedom and ease-of-use to people living with diabetes. The company has developed the industry’s first mobile diabetes management system, which includes a patch pump, a mobile handset with a built-in blood glucose monitor, and an extendable applications set. For more information, please visit [www.cellnovo.com](http://www.cellnovo.com).

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