

## **Maelor Appoints American Australian Medical, Inc., as Exclusive ContiSol™ Distributor for the United States of America and Canada**

19th April 2005: Maelor plc, the specialist healthcare products company, today announces that it has signed an exclusive distribution agreement with American Australian Medical, Incorporated (AAM), for the sale and marketing of ContiSol, Maelor's range of urethral catheter cleansing solutions, in the United States and Canada.

AAM is a marketer and distributor of specialist urological and pain management products throughout North America. Currently the company has 21 dedicated representatives and an experienced marketing team supporting the sales force.

ContiSol is a range of cleansing solutions designed to prolong the life of indwelling urethral catheters and to prevent blockages. By incorporating a bellows design it gently flushes the catheter, thus reducing the need for expensive and uncomfortable replacement. The nurse or patient administering ContiSol is able to control accurately both the rate and volume of delivery whilst maintaining the highest possible aseptic standards. ContiSol is currently available in Spain, Greece and Cyprus, and is distributed in the UK and Ireland by Bard Limited under their brand name OptiFlo®. The product currently has a 45% share of the UK market, which is estimated to be worth in excess of £5 million (source: IMS, February 2005).

Stephen Appelbee, CEO of Maelor, said:

"ContiSol is already approved for use in Canada, and the current clinical trial being co-ordinated by the University of Alberta will act as a springboard for the early adoption of the product. AAM is committed to developing innovative products, and highlighting their benefits to healthcare professionals. We have deliberately partnered ContiSol with a specialist company which can give us immediate access both to the Canadian market and to local regulatory expertise in the world's biggest medical products market, the United States."

Paxton Wong, President of AAM, said:

"American Australian Medical is pleased to be working with Maelor. We believe that ContiSol represents the state of the art in the urethral catheter maintenance market. We look forward to an excellent contribution from this high quality product, and helping Maelor to expedite a marketing approval for ContiSol in the United States."

### **For further information:**

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Notes to Editors:

**Maelor plc**

Maelor is an AIM-listed specialist healthcare products company, which operates on a virtual basis, outsourcing both product development and manufacturing. The company has several products on the market including OptiFlo, ContiSol and Volplex®.

Maelor has various products under development including micelle propofol, a reformulation of the world's biggest selling general anaesthetic.

### **American Australian Medical, Incorporated**

Founded in 1989, American Australian Medical offers a range of innovative products in the urological and pain management areas of patient care. AAM is the North American distributor of the O'Neil Sterile Field Urinary Catheter, manufactured by GO Medical in Australia. The O'Neil Catheter greatly reduces the incidence of urinary tract infections.

ContiSol™ and Volplex® are trade marks of Maelor Pharmaceuticals Limited  
OptiFlo® is a trade mark of Bard Limited