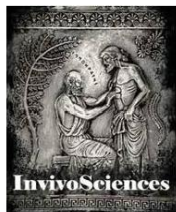


Press Release  
Feb. 15, 2012



## **InvivoSciences LLC is a 2012 Edison Awards Finalist!**

Wisconsin Company, InvivoSciences LLC (IVS), is honored to be chosen as a finalist alongside 3M and CardioDX in the highly competitive Medical Science-Analytic Systems category by Edison Awards. Other finalists include Abbott, Johnson and Johnson, Apple, The Dow Chemical, GE Health Care, The Proctor and Gamble Company. Winning an Edison Award has become one of the highest accolades a company can receive in the name of innovation and business. The Edison Awards, celebrating its 25th year, has announced its finalists for the internationally renowned 2012 Edison Best New Product Awards. Since 1987, The Edison Awards have recognized ideas at the forefront of new products, services, marketing, design and innovation. <http://www.edisonawards.com/2012Finalists.php>

"The Edison Awards provide an exclusive platform for honoring innovation, recognizing innovators, and encouraging ongoing innovation among today's development teams, researchers, designers, 'intrapreneurs' and entrepreneurs," says Thomas Stat, the 2012 Edison Awards Steering Committee Chairman. "We're inspired by our 2012 finalists and delighted to have this opportunity to recognize and promote the outstanding accomplishments they represent."

The awards are named after Thomas Alva Edison (1847-1931) whose extraordinary new product development methods and innovative achievements garnered him 1,093 U.S. patents and made him a household name around the world. The ballot of nominees for the Edison Best New Product Awards™ is judged by a panel of more than 3,000 individuals, including members of the Marketing Executives Networking Group (MENG), an organization comprising America's top marketing professionals and academics. The panel also includes professionals from the fields of product development & design, engineering, science and education.

Dr. Elliot Elson and Dr. Tetsuro Wakatsuki shared their excitement in recognition of

their invention and their work in the areas of tissue engineering and pharmaceutical screening. NIH funded development of the novel platform technology. When Ayla Annac, CEO of IVS, was asked how she felt about being an Edison Award finalist, she stated that, “We are honored to be one of the finalists in our category. InvivoSciences will continue to contribute to the improvement of human health by establishing a new paradigm for discovering drugs that focus on diseases with limited treatment options such as cardiac fibrosis, scleroderma, and lupus in a time-effective manner while remaining safe and cost effective.”

The 2012 Edison Awards are sponsored by Nielsen, Discovery Communications, Science Channel, USA Today, CSRware and Applepeak. For more information about the Edison Awards visit [www.edisonawards.com](http://www.edisonawards.com)

InvivoSciences LLC, established in 2001, creates, manufactures and markets tools for three dimensional (3D) cell culture systems and provides compound screening services with them. Palpator™ is a robotic mechanical profiler for ultra-soft materials, such as biological tissues and engineered tissue constructs of various types including human engineered heart tissues. The tissue culture tools developed by IVS, MicroChamber-8™ (MC-8™) and IVS Inserts™, enable fabrication, growth, assay and storage of engineered tissue constructs without removing them from wells. With a mechanical conditioning device, Tissue Stretcher™, tissue constructs can be cultured under repetitive mechanical stimuli. IVS has been successfully providing contract research services to identify lead compounds and novel product benefits for pharmaceutical, cosmetic, biotech, food, and chemical companies. For more information, please visit [www.invivosciences.com](http://www.invivosciences.com)