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WoundStat Marketer TraumaCure, Inc. Wins 2008 Small Business Award

Bethesda, MD., October 31, 2008 – Montgomery County honored TraumaCure this morning with its 2008 Small Business Award at the annual Workforce and Economic Development Awards Breakfast at the Marriott-Bethesda North Hotel and Conference Center.

Founded in March 2006, Bethesda-based TraumaCure quickly gained federal approval for its first product, WoundStat, recently shown by the U.S. Army to be the world's most effective hemostatic treatment for severe bleeding. After demonstrating the effectiveness of WoundStat, the company has begun marketing the product to military and civilian markets worldwide.

Each year, the County presents the Small Business Award to a business with 50 employees or less or \$10 million in sales or less, which has displayed significant workforce or economic development impact.

TraumaCure, with 14 employees, announced on Wednesday, October 29, that the U.S. Army placed an order for nearly 18,000 units of WoundStat -- enough to equip every U.S. military medic in Iraq and Afghanistan, according to Army sources. Previously, TraumaCure supplied special operations units in both war theaters with the product.

WoundStat is a revolutionary product for treating traumatic wounds. Instead of a more conventional gauze form of wound treatments, mineral-based WoundStat is granular, contained in a light-weight pouch. U.S. Army studies have shown that granular dressings are the most effective at treating complex and irregular wounds unique to blast injuries.

"Because about 90% of injuries on the battlefield today are from blasts and not gun shot wounds, the fast acting flexibility of WoundStat in stopping severe bleeding is essential to gain time for appropriate medical help," said retired Lt. Gen. Ronald R. Blanck, former U.S. Army Surgeon General. U.S. Army estimates indicate that 20 percent of battlefield deaths could be avoided with an effective hemostatic product.

"Few technological discoveries result in actual Food and Drug Administration (FDA) approved products. TraumaCure received FDA approval for WoundStat, an innovative solution for high-pressure arterial bleeding that can now be used to save lives, both by military personnel and civilian emergency responders, in 40 days, an incredibly quick turnaround," said Hugh Bailey of the County's division of workforce services.

Early in 2006, Devinder S. Bawa, now CEO of TraumaCure, asked lawyer/banker Jack McDonnell and McDonnell's business partner, Dr. Rhonda Friedman, a medical technology expert, to drive with him to Virginia Commonwealth University (VCU) in Richmond to see a demonstration of a new technology, now called WoundStat.

Impressed with the technology and potential to truly advance combat casualty care, the trio put together a start-up team, incorporated TraumaCure, raised their first \$1 million and signed the licensing agreement with VCU in May 2006. Within the span of two and a half years, the company has gone from initial start-up status to becoming the provider of one of the standard wound dressings for the U.S. Army.

Military experts say WoundStat can be 100 percent effective at stopping high pressure bleeding in severe wounds. In several head-to-head comparative studies, WoundStat has outperformed other traumatic wound, or hemostatic, products.

For example, in extensive studies conducted by both the Army's Institute of Surgical Research (ISR) and the Naval Medical Research Center, no other product was as effective across the board in terms of survival, post-treatment blood loss, and duration of hemostasis.

Blanck said, "The Army's ISR study clearly showed WoundStat works consistently to stop serious bleeding quickly, especially in the sort of severe and irregular wounds that we are seeing in the current conflicts."

"WoundStat rapidly forms a tight seal around the irregular cauliflower surfaces of a ballistic or blast wound," said Devinder S. Bawa, CEO of TraumaCure. WoundStat offers Medics in the field a better tool to stop high pressure bleeding — it can be poured through standing blood, stopping bleeding in seconds. "It is most effective at quickly addressing the needs of complex wounds with multiple sources of bleeding," he said.

TraumaCure has also equipped specific units of the Canadian military with WoundStat. It is also increasingly being used by emergency responders in the United States and Canada who need to be prepared for treating traumatic injuries.

On September 22, TraumaCure announced that the European Union gave WoundStat their CE Mark, which certifies that the product has met health, safety and environmental requirements for consumers in Europe.

About TraumaCure

TraumaCure, based in Bethesda, Maryland, supplies the most effective, reliable treatment for life-threatening bleeding wounds. TraumaCure's hemostatic products help stabilize a wounded individual prior to receiving advanced medical treatment. The company's products are made in the U.S. and are proven to save lives and improve outcomes following traumatic injury. TraumaCure is committed to providing the most trustworthy and innovative hemostasis treatments for the military, emergency responders, and civilians.

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