

PRESS RELEASE October 2010 – for immediate release

VetCell offers a guarantee on its proven stem cell therapy

- **new research has proven that VetCell's StemRegen therapy is the best way to treat a lesion of the SDFT**

Equine stem cell therapy from VetCell now comes with a money-back guarantee. VetCell have just launched the VetCell Plus Promise – a commitment to their StemRegen therapy which sees them offering a money-back guarantee for horses who re-injure following stem cell treatment (conditions apply). VetCell are so confident that StemRegen treatment (formerly known as MS-EQ) is the best option for a core lesion of the SDFT that they have put their money where their mouth is by offering to re-supply, for free, the stem cells for re-treatment or refund the initial stem cell culture costs should the horse re-injure.

"Following our recent research on VetCell-treated horses, we are now confident that VetCell's stem cell treatment (known as StemRegen) is currently the best way to treat an overstrain injury of the superficial digital flexor tendon. We have been able to show that VetCell-treated horses have approximately half the risk of re-injury compared to horses treated with other techniques. The quality of this data means that we are confident that it is truly representative of the effect of the treatment and, as a result, have proposed the new VetCell Plus Promise to show our confidence in StemRegen and its capabilities."

Professor Roger Smith, The Royal Veterinary College

In order to qualify horses must be over five years old and vets and owners must ensure that VetCell's post-implantation rehabilitation programme is adhered to for a year following stem cell implantation. Increases in workload must only occur after an ultrasound scan and sign off from the vet at three monthly intervals. This will give the horse the best chance possible of making a successful return to full racing or competition fitness. However, should the worst happen and a re-injury occur, it will be reassuring for vets and horse owners to know that VetCell will help out with the financial side of things. VetCell's new website gives further details about Professor Smith's research and the VetCell Plus Promise, including full terms and conditions. Visit www.vetcell.com to find out more.

For more information on VetCell and logos or images please contact:

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