

Press Release – July 2010

Parafricta™ distribution agreement with US based INVISTA expands cost effective relief to over 2 million bedsore sufferers in the USA

Parafricta™ has signed an exclusive distribution agreement in the United States with INVISTA, a wholly owned subsidiary of Koch Industries.

The agreement covers the portfolio of product in the proprietary Pf Fragile Skin Protection System™. The proprietary Parafricta™ material addresses the damaging stiction faced by skin and underlying tissue that can lead to or aggravate pressure ulcers. The fabric is being applied to inexpensive apparel items that are easy to administer and have shown effectiveness in UK trials. The partnership with INVISTA recognises the great potential for these products in the US market.

NHS initiatives such as 'No Needless Skin Breakdown' and 'Zero Tolerance' of pressure ulcers programmes have shown the need for such interventions. Parafricta™ protects patients in a way that reduces costs and improves the quality of life for sufferers in hospital and the community.

"This extended distribution agreement is very important for us to reach the U.S. healthcare markets at a critical time. Recent policy changes by Medicare and Medicaid -- which covers 83 million Americans - mean that 'institution acquired' problems such as pressure ulcers, will no longer be covered" said Mike Clark, Chairman of APA Parafricta™ Ltd. "We will work with INVISTA to expand the product reach, providing an economical solution to this critical problem."

Cortlandt Minnich, New Business development director of INVISTA added, "We look forward to launching Parafricta™ products in the US, bringing an elegantly simple solution to an old problem. Our capabilities in distributing technical fibers combined with the experience that Parafricta has gained in the UK are a great foundation for this launch.

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Information for Editors

INVISTA Technologies is a wholly owned subsidiary of Koch Industries, one of the largest private companies in the world, and has a proven record of creating, developing and expanding globally-known and trusted brands

including LYCRA® fiber, COOLMAX® and CORDURA® fabrics and STAINMASTER® carpet.

INVISTA have formed a specialist team comprising both US and UK staff, including a US marketing expert with medical experience, to promote and market Parafricta™.

APA Parafricta's patent-protected Pf Fragile Skin Protection System™ is based on its Parafricta™ Fabric, which is unique in that its friction coefficient is very low, with static and moving friction coefficients equal (so-called absence of "stiction" – this means absence of a jerk or "snatch" when one surface begins to move against another, which is the origin of damage to skin). In addition it is strong and durable, and when it becomes soiled it can be washed at high temperatures, essential in the healthcare setting, without altering its characteristics in any way. This combination is unusual for a fabric and is the basis of a series of products developed that will bring significant benefits to people with compromised skin – such as pressure ulcers and Epidermolysis Bullosa. In these conditions, the reduction of friction and shear achieved by Parafricta™ achieves a significant reduction in damage at the skin surface and in underlying tissue. This benefit is key to achieving a reduction in pressure ulcer incidence as identified by NHS initiatives such as those from the Patient Safety Federation 'No Needless Skin Breakdown' [in tandem with the NHS National Patient Safety Agency and NHS Institute for Innovation and Improvement], 'Zero Tolerance' initiative (Swansea) and NHS South Central 'Patient Safety Strategy 2009-2011', this points to the need and benefit of reducing pressure ulcer incidence and costs.