

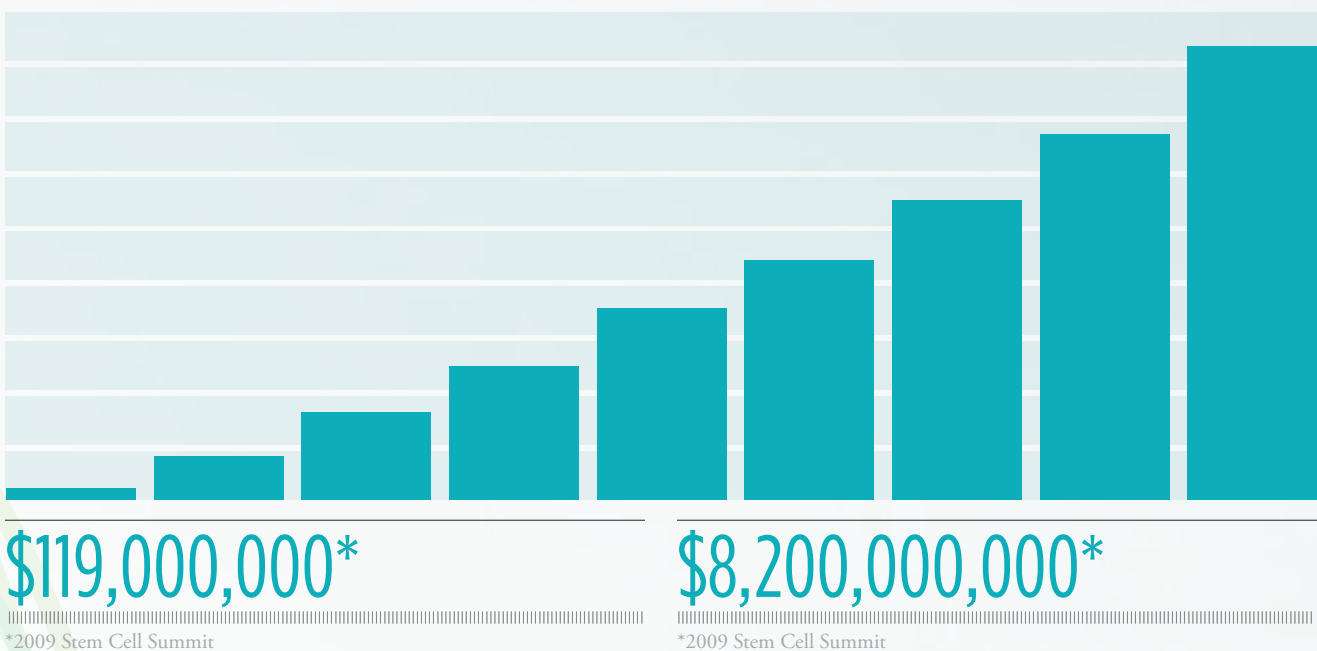
## > MARKET OPPORTUNITY

U.S. MARKET OPPORTUNITY IN

# 2009

PROJECTED U.S. MARKET OPPORTUNITY IN

# 2018



The regenerative medicine market – which utilizes regenerative cells, along with the body’s own reparative capabilities, to provide potential cures for illnesses, diseases, and injuries – is large and growing.

In the U.S. alone, the regenerative medicine market is estimated at \$119 million for 2009, and is anticipated to grow to \$8.2 billion by 2018. (Source: 2009 Stem Cell Summit)

Several trends – including aging baby boomers, rising expectations for medical cures, and increasing costs for existing healthcare treatments – have created a large potential market for breakthrough medical solutions led by regenerative medicine products.

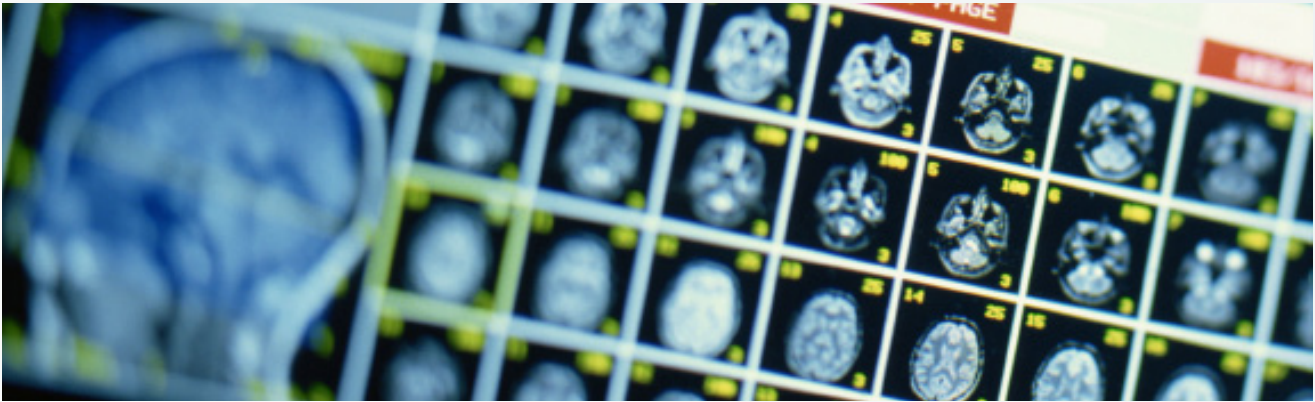
In response to these and other issues, regenerative medicine offers an effective and cost-efficient method for delivering quality medical solutions to an array of health and medical problems, both now and well into the future.

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## > REGENERATIVE MARKET GROWTH OPPORTUNITIES

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Several significant market opportunities exist for regenerative medicine, including:



### > Cardiac Treatment

Numerous efforts are underway focusing on the discovery, development and commercialization of cell therapies for the treatment of chronic and acute heart damage. The market opportunity includes: the eight million-plus Americans who have suffered from a heart attack, the five million Americans who have experienced heart failure, and the nearly 800,000 Americans who have a new heart attack each year. The cardiac market is expected to exceed \$429 million by 2014. (Source: 2009 Stem Cell Summit)

### > Vascular

Regenerative medicine holds great promise for the field of vascular medicine. Currently, vascular-related disease procedures performed in the U.S. total approximately 200,000 each year. Between eight to 12 million Americans suffer from vascular leg pain annually.

### > Orthopedics

Regenerative medicine has the potential to become a leading technology in the orthopedics field, specifically by using the patient's own adipose-derived stem cells to aid in the recovery of damaged cartilage, bone and muscle. Orthopedic stem cell therapy, which eliminates much of the pain and complexity of traditional methods, has been used to help 29,000 patients. The orthopedic market for stem cell therapy in the U.S. is forecasted to grow to \$560 million by 2014. (Source: 2009 Stem Cell Summit)

### > Aesthetics and reconstructive surgery

Tremendous regenerative medicine opportunities exist in the multi-billion dollar aesthetics market, which is expected to reach \$8.9 billion by 2012. (Source: Medical Insight, Inc. May 2008) Opportunities exist in both reconstruction, such as with breast cancer patients after a mastectomy, as well as with general aesthetic opportunities, including dermal fillers and breast augmentation, among others.

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## > THE TISSUE GENESIS ADVANTAGE

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A recognized leader in adipose-derived cell therapy and regenerative medicine, Tissue Genesis, Inc. has developed a proprietary process that delivers new medical solutions for a wide range of medical problems, representing billions of dollars in potential market opportunities.

With an emphasis on service and financial performance, and an unwavering commitment to excellence in execution, Tissue Genesis is pursuing steady growth and new opportunities in these fast-growing medical markets, both in the U.S. and around the world.

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## > ABOUT TISSUE GENESIS

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An emerging leader in adipose-derived cell therapy and regenerative medicine, **Tissue Genesis, Inc.** is a high-growth, clinical-stage company based in Honolulu, Hawai'i. Industry-leading engineers and scientists have developed a proprietary process for Tissue Genesis that promote innovative medical solutions for a wide range of existing medical problems, including: cardiac and peripheral vascular disease; orthopedic injuries; aesthetic and soft tissue defects; and many other applications.

Thanks to Tissue Genesis, it is believed smart, safe and ethical regenerative therapies will improve the quality of life for patients and their families. For more information, please visit [www.tissuegenesis.com](http://www.tissuegenesis.com).

[tissue genesis inc.](http://www.tissuegenesis.com)

An Emerging Leader in Adipose-Derived Cell Therapy and Regenerative Medicine

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