

For Immediate Release

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**PIONEER IN REPRODUCTIVE MEDICINE OPENS THE COUNTRY'S FIRST
COMPREHENSIVE RESEARCH-BASED EGG FREEZING CENTER**

*Renowned Researcher's Outstanding Results Offer
Women New Fertility Preservation Options*

SANTA MONICA, Nov. 12, 2007 – Dr. John Jain, a leading expert in the field of reproductive medicine, announced today the grand opening of the Egg Freezing Center (EFC), a new comprehensive fertility preservation facility in Santa Monica, California. The center's services represent a breakthrough in fertility treatment, allowing women to freeze and store their eggs for future use.

According to Dr. Jain, his fifty-six percent pregnancy rate using frozen eggs is the highest in the country. The advanced technologies in use at EFC have already resulted in the birth of over twenty babies, with that number expected to increase by year's end.

EFC is located in a distinctive 7,200-square-foot complex that also houses an ultramodern in vitro fertilization (IVF) laboratory, directed by preeminent embryologist and molecular biologist Dr. Li Meng. The lab and the on-site egg storage facility are protected by a fingerprint entry and video surveillance system. Additional safeguards include a diesel generator and temperature-sensitive egg storage canisters that are kept on rollers to limit earthquake damage. Another unique aspect of EFC is its mind/body wellness center offering stress-reduction therapies proven to increase the effectiveness of fertility treatment.

"Egg freezing is a technology whose time has arrived," said Dr. Jain. "And at EFC we have demonstrated our ability to apply this science successfully. We can show patients real, published data, evidence-based research—and more significantly— healthy babies born from frozen eggs."

Dr. Jain's move to private practice follows twenty-five years of academic and clinical work. Research remains a focus at EFC's sister foundation, the Lyan Institute of Fertility Research (LIFE Research), a nonprofit institute established by Dr. Jain to advance the science of fertility preservation through studies in human fertility and embryonic development. EFC is working to develop a comprehensive fertility preservation plan in order to improve options for the 50,000 reproductive-aged women diagnosed with cancer each year in the United States.

Together with hospitals, academic institutions, and a collective of oncologists, psychologists and other healthcare professionals, LIFE Research and EFC will provide a global network of care for the patient, offering fertility preservation services to cancer patients at cost, with no waiting period for consultations or

treatment. This means that egg freezing services are available to cancer patients at one-third of the usual comprehensive fees.

“Egg freezing is going to change the lives of a lot of women, particularly those with cancer,” added Dr. Jain. “We want to give them options by providing this service, but at the same time, we are conducting research on the actual effects that chemotherapy and radiation therapy have on the eggs.”

An egg freezing cycle follows the same protocol as IVF, taking approximately four to six weeks to complete. The eggs are frozen immediately after retrieval and stored until a pregnancy is desired. At that time, the eggs are thawed, each is injected with a single sperm, and the embryos are transferred to the uterus. To date, approximately 500 babies have been born worldwide from frozen eggs. Among these births, the rates of birth defects and chromosomal defects have been no higher than that which is seen in the general population. Based on current embryo freezing data, it is believed that long-term storage of frozen eggs is possible.

Egg Freezing Center is located at 2825 Santa Monica Boulevard, Suite 100A, Santa Monica, California 90404. Out-of-town patients who wish to freeze their eggs can be monitored at a local fertility clinic and travel to Los Angeles for the remainder of the procedure. Appointments can be made with Dr. Jain by calling (866) 991-1992. Additional information can be found online at eggfreezingcenter.com or by emailing info@eggfreezingcenter.com.

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About Dr. John K. Jain:

John K. Jain, MD, FACOG is a board-certified reproductive endocrinologist and a pioneer in the field of reproductive medicine. Dr. Jain completed his medical training at the University of Southern California, where he remained for nearly a decade as a tenured professor of obstetrics and gynecology. His egg freezing work has earned him international recognition and he is one of only four reproductive endocrinologists to be named to the National Scientific Advisory Council of Fertility Preservation by the National Institutes of Health. In addition to his many important publications, he is the author of the most current and complete scientific review article on egg freezing. In 2006, his work earned him the Pacific Coast Reproductive Society's top research prize. Dr. Jain has also consulted for numerous television projects including *Private Practice* and *Boston Legal*.

About Egg Freezing Center:

The Egg Freezing Center (EFC), directed by Dr. John Jain, is committed to providing exceptional reproductive choices by combining innovative technology, accountability and quality personal care. Through its dedication to research and clinical trials, EFC remains at the forefront of reproductive medicine, furthering the science of cryobiology and fertility preservation methods for women with cancer. The center's philosophy is one of wellness through individualized medicine, integrating research, personal care, and holistic programs. Because egg freezing is new and considered experimental by the American Society for Reproductive Medicine, all egg freezing activities at EFC and its affiliates are conducted under the oversight of a research ethics board to assure patient safety. For more information, visit eggfreezingcenter.com.