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## PRESS RELEASE

**For Immediate Release**

### **Advanced Bio-Technologies Completes Belli Materna Investment**

**Tampa, FL** – April 24, 2009 – HealthEdge Investment Partners, LLC (“HealthEdge”) and its portfolio company, Advanced Bio-Technologies, Inc. (“ABT”) announced today that ABT has completed its acquisition of Belli Materna, LLC (“Belli”) located in Issaquah, WA.

Founded in 2002 by Mrs. Annette and Dr. Jason Rubin, Belli Materna, LLC is a women’s health and wellness company, focused on providing physician-formulated skin care treatments for mothers and infants. Belli sets a new standard for cosmetic ingredient safety as the only company in the world that performs an ongoing review of the published medical literature and screens out any ingredients linked to harmful effects during pregnancy, nursing and infancy. The Company’s Medical Director, Dr. Jason Rubin, provides ongoing Teratology screening to ensure the products are void of any chemicals and ingredients that could be potentially harmful to a pregnant mother and her child. Belli now has three distinct product lines with a total of 23 different SKU’s: Belli Baby, Belli Motherhood, and Belli Pregnancy.

According to ABT’s Chairman and CEO, Jeff Thompson, “Our investment into Belli enhances ABT’s product offering and extends ABT’s focus on serving today’s modern woman. At the same time, this partnership will allow Belli to immediately leverage ABT’s existing distribution channels, effectively giving more customers the opportunity to enjoy Belli’s products.”

Brian Anderson, Managing Partner of HealthEdge said, “We are very excited to partner with Belli. The Rubins’ have built an exceptional brand focused on physician-formulated maternity skin care products. We believe that both ABT and Belli will benefit greatly from the new perspective and capabilities gained by partnering together.”

#### **ABOUT HEALTHEDGE**

HealthEdge Investment Partners, LLC is an operating-oriented private equity firm founded in 2005 that focuses exclusively on the healthcare industry. HealthEdge seeks to achieve superior returns by investing in businesses that benefit from the knowledge, experience and network of relationships of its partners. HealthEdge’s partners have more than 100 years of combined

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operating experience in healthcare as CEOs and investors. For more information on HealthEdge, visit [www.healthedgepartners.com](http://www.healthedgepartners.com).

**ABOUT ABT**

Advanced Bio-Technologies, Inc. is a dermatological products company focused on scar treatment and prevention. The Company's flagship product is Kelo-cote®, a patented, self-drying, silicone-based topical medical gel that dries within five minutes to form an invisible protective silicone sheet over the applied area. The protective barrier is flexible, odorless, waterproof, transparent, and breathable, and cosmetics and sun block can be applied after the gel has dried. The gel softens and flattens raised scars and reduces redness and itching. The Company recently relocated its corporate headquarters from Clearwater, FL to the Atlanta, GA area.

For more information, please contact Brian W. Anderson at HealthEdge Investment Partners at (813) 490-7102.