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**WOMEN WITH FERTILITY CHALLENGES NOW OFFERED
NEW PRODUCT TO HELP GET PREGNANT**
Product safe, easy, in-home use, affordable

SARANAC, MI, May 30, 2006 — Many women with fertility challenges now may be able to conceive because of a new product that has been introduced to the marketplace. Called the Conception Kit™, it is a safe, effective and affordable product that is used in the privacy of the home and is purchased online. ConceiveX, Inc., a Michigan-based company, developed and produces the Conception Kit™.

Dr. Charles R. Barker Jr., D.O., of Belding, Michigan, explains, "Conception is not an exact science. Between the sperm and the egg, there are a vast number of obstacles that can prevent conception from occurring. The Conception Kit™ is designed to be a safe, affordable, easy-to-use way to overcome many of those challenges."

Barker adds, "Until now, women who experienced difficulty becoming pregnant had few choices, other than invasive, expensive procedures. These techniques can cost thousands of dollars, not to mention the loss of privacy and intimacy because these procedures are performed in a clinic or hospital."

About one in six women experience difficulty becoming pregnant. According to the U.S. Dept of Health and Human Services, approximately 6.1 million American women between the ages of 15 and 44 have an impaired ability to have children. Approximately nine million women in the U.S. have used infertility services.

The Kit's key feature is the Conception Cap, a small silicone device shaped like a thimble that is filled with semen and inserted on the cervix for six to eight hours, giving

the sperm an enhanced opportunity to pass into the uterus and fertilize the egg. The Cap concentrates all the available semen, unexposed to the vaginal environment, and keeps it at the opening of the cervix where it will be in contact with the cervical mucus. From there, the sperm leave the semen, swim through the cervical mucus into the uterus, and into the fallopian tube in search of an egg.

“Simply put,” notes Barker, “This device gives the sperm a significantly enhanced opportunity to pass into the uterus and fertilize the egg. The better the sperm are positioned at the opening of the cervix, the greater the chances are that conception will occur.”

He continues, “Sperm that are positioned in the Conception Cap do not have to deal with such issues as: making the long journey through the vaginal cavity to the cervix; being pulled out of the vaginal cavity by the penis; becoming lost in the vagina; being flushed out by gravity; being met by a hostile vaginal environment; or semen not pooling in the right location to meet up with the cervix.”

The patented Conception Cap has been approved by the U.S. Food & Drug Administration (FDA) and has been granted CE Mark (Conformité Européene) authorization by the European Union. Conceivex, the maker of the Conception Kit™, has been approved for ISO 13485: 2003 for quality.

Additionally, the Conception Kit™ has been approved for a Spectrum Health Clinical Trial to determine if (1) users can understand the *Instructions for Use* and (2) if they can follow the instructions successfully. The principal lead investigator is Dr. Dorsey Ligon, M.D. “Successful use” means that the user can understand and follow the instructions, including being able to manipulate the semen collector, fill the Conception Cap and properly place the Cap onto the cervix without spilling the semen that is inside the Cap. The clinical trial also will want to know that the user understands the warning labels and conditions the Conception Kit™ will not overcome.

Women who decide to volunteer for the clinical trial must be able to understand and follow the instructions successfully, be between the ages of 18 and 44, have a cervix and want to become pregnant. The study will be completed in the participant's home.

The Conception Cap is the only affordable, safe and effective medical device specifically designed for conception. The Cap is made from the same implantable-grade silicone that is used in heart valves, artificial joints and pacemaker covers. The Conception Cap's design keeps it in place comfortably and most women, even those who have had children, are able to use the cap. Inserting the Conception Cap properly is designed to be painless and simple.

The Conception Kit™ is designed to address some of the more common problems that may prevent women from becoming pregnant, including low sperm motility, low sperm count, tilted cervix, timing of ovulation, hostile vaginal environment or position during intercourse.

The Conception Kit™ contains everything a couple needs to greatly increase the chance of becoming pregnant over a three-month period – Conception Caps, non-latex semen collectors, ovulation predictors, conception timing wheels, pregnancy test kits, a medical provider note and envelope, an instruction manual and a journal to record progress. Sperm-friendly intimate moisturizer samples for comfort during sex are also included.

Consumers who would like to obtain more information can go to the Conception Kit web site at www.conceptionkit.com.

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