



FOR IMMEDIATE RELEASE
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**SPERM CHECK® FERTILITY, AN AT-HOME SPERM TEST FOR MEN,
MAJOR EXPANSION INTO RITE AID**

Charlottesville, VA, August 2014 – Infertility is a struggle that affects nearly 7 million couples every year. Yet very few people know that up to 50% of conception issues are directly related to the male and most of those issues are due to low sperm count. Now there's an easy way to check sperm count at home – with SpermCheck® Fertility – an FDA-approved at-home screening test that determines with 98% accuracy whether a man has normal or low sperm count. Results are available in 10 minutes and can save the man a trip to the doctor's office or lab to provide a semen sample.

Now, this innovative product is available in Rite Aid stores nationwide!

"SpermCheck® Fertility is as simple to perform as a home pregnancy test," says Ray Lopez, CEO of SpermCheck®. "With such high incidence of fertility issues, coupled with low incidence of male testing, we saw a great opportunity to provide couples with an at-home test that provides crucial information on fertility status."

"SpermCheck® Fertility is more than 98% accurate, as reliable as a lab test, private, convenient and much less expensive than a visit to the doctor," continues Lopez. "It also alleviates the embarrassment and inconvenience of providing a semen sample to a doctor or nurse in a lab setting. The test allows assessment of male infertility in the privacy of the home with convenience and clarity."

The test was developed by Dr. John Herr, Ph.D., director of the Center for Research in Contraceptive and Reproductive Health at the University of Virginia, based on the discovery of a patented protein found exclusively in the head of mature sperm. This biomarker protein is a signature for the presence of sperm. SpermCheck® Fertility is supported by a comprehensive marketing campaign designed to reach consumers and influencers in the fertility community. Touch points include print, TV, digital advertising, social media, FSIs, doctor's offices and in-store promotions.

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With the success of the product in the U.S., ContraVac, Inc., doing business as SpermCheck®, launched SpermCheck® Fertility in Boots pharmacies across the United Kingdom. Boots is Europe's leading retail pharmacy chain.

SpermCheck® Fertility is currently available in the U.S. at Walgreens, Meijer and Rite Aid stores nationwide and online, as well as on the company website. Suggested retail price is \$39.99. Visit **www.SpermCheck.com**.

SpermCheck® also manufactures SpermCheck® Vastectomy, a home test for post-vasectomy semen screening.