

**HOLISTA COLLTECH'S OVINE COLLAGEN IN PRESTIGIOUS USD5M
BIOMEDICAL AND RESEARCH PROGRAM IN CLINICAL TISSUE
ENGINEERING CENTRE AT CLEVELAND CLINIC UNITED STATES**

PERTH, Australia 24th Sept 2009 - Holista CollTech's (ASX code: HCT) Ovine research grade collagen is being used comparatively in a US\$5 million biomedical research and commercialisation program grant awarded to the Clinical Tissue Engineering Centre at the Cleveland Clinic in Ohio USA.

The Calhoun Research laboratory in Akron Ohio, under the direction of Dr Judith A. Fulton PhD, from Akron General Medical Center is collaborating on this grant entitled "**Treatment of Acute and Chronic Wounds with Tissue Engineering Strategies**". Dr Fulton is the Principal Investigator working with CollTech's ovine collagen on the study '**Customized matrix for skin tissue engineering**' and is collaborating with other researchers at the University of Akron on '**Matrices for skin and muscle tissue engineering**'.

Dr. Fulton in her paper "**Customized Matrix for Skin Tissue Engineering**", notes that they are partnering with CollTech Ltd (now known as Holista CollTech Ltd) to study ovine products for tissue engineering and wound healing in the United States.

The initial results using ovine collagen for tissue engineering skin show that ovine collagen supports the growth of tissue engineered equivalents with comparable results on the quality of the skin biolayers as compared to those prepared with bovine collagen. More data is due in the early part of next year.

Collagen is the major structural protein found in human beings and is widely accepted as a safe and natural biomaterial used for a broad range of medical products. Collagen has the adhesive properties and serves originally as connective tissue. It is unique filler that fits to any body part. However, since the advent of "Mad Cow Disease" (BSE) there has been an urgent need for a safe and reliable collagen source to replace bovine collagen which currently dominates the market.

Holista CollTech's patented technology platform has enabled the world's first commercial production of ovine collagen. Ovine collagen has many advantages over bovine, marine and porcine sources of collagen. Ovine collagens are:

- Safe (TSE- free)
- Fully traceable (from the farm to the solution)
- Culturally acceptable worldwide (acceptable to Muslim and Hindu and Buddhist population as opposed to Porcine and Bovine based).

"We are delighted that ovine collagen has been chosen for this project. Being part of this wound healing and tissue engineering project is a powerful endorsement of ovine collagen and will help our ovine collagen gain global acceptance " said Dato' Dr. Rajen M, the CEO of Holista CollTech Ltd.

“We are proud to be working with a world class scientists and an organization that is in the forefront of wound healing” said Dato’ Dr. Rajen M. “We look forward to formalize a relationship with our collaborators in time. This also represents an entry into the highly regulated United States market”.

About Holista CollTech Limited (ASX: HCT)

Holista CollTech Ltd is a merger of Holista Biotech Sdn Bhd and CollTech Australia Ltd focusing on natural ingredients for health supplements and lifestyle products. The company is the only producer of sheep (ovine) collagen using its patented extraction methods and is on track to develop a nano-encapsulated Ovine Collagen. Holista CollTech leads in research on herbs and food ingredients from Malaysia’s rainforest – the oldest in the world. The company’s mission is to build a world class company, focus on providing consumers with scientifically enhanced, engineered and tested natural health supplements and consumer products.” The company is listed on the Australian

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