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DigniCap™ Scalp-Cooling System Featured at New Spire Healthcare Opening

~ Latest Therapy to Prevent Chemotherapy-Related Hair Loss Offered at Montefiore Hospital ~

LONDON (November 21, 2012)—On Wednesday, November 21st, The Montefiore Hospital, a new hospital for Brighton and Hove, opened its doors, offering patients a modern and attractive hospital facility conveniently situated in the heart of the city. Among the superb range of private hospital services available at Montefiore is the DigniCap Scalp-Cooling system, one of the most innovative and scientifically-advanced treatments available for reducing chemotherapy-related hair loss in men and women. The DigniCap system, developed by Dignitana, a world leader in scalp-cooling technology, is a safe, gentle and effective treatment for avoiding hair loss related to chemotherapy. Clinical results show that eight out of ten women in Europe and Asia who used the DigniCap cap system during chemotherapy retained their hair. Additional trials at leading medical centers around the world have proven the system to be a viable alternative for both women and men of diverse ethnicities. Further clinical results from investigations of the efficacy of scalp cooling with the DigniCap system in both the U.S. and the U.K. will be presented at medical conferences and in publications throughout 2013.

“For many cancer patients, the thought of hair loss is emotionally devastating,” said Martin Waleij, CEO Dignitana. “The trusted cancer specialists at Spire Healthcare’s new Montefiore Hospital know that healing involves both mind and body. We are honored that Montefiore which is the second SPIRE clinic to invest in our system has joined the growing list of top hospitals around the world that include the DigniCap system in their comprehensive approach to cancer care.”

For more information about the DigniCap scalp-cooling system offered at Brighton's new Montefiore Hospital please email montefiore@spirehealthcare.com

About Spire Healthcare

Spire Healthcare is the second largest private hospital provider in the UK, with 37 hospitals and ten clinics nationwide. The company is built on a heritage of almost 30 years’ experience running successful private hospitals and offers a full range of integrated surgical, medical and diagnostic services.

For more information visit <http://www.spirehealthcare.com>.

About Dignitana AB (publ)

Dignitana AB, a Swedish medical device company, listed on the OMX Nasdaq First North Stockholm, focused on the patented invention DigniCap™ system, a medical device for preventing hair-loss in chemotherapy patients and for technologies within the area of medical cooling.

For more information visit www.dignitana.com

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