



For Immediate Release:

20/02/2014

**Simavita CEO Philippa Lewis discusses today's ASX listing with BRR Media**  
20<sup>th</sup> February, 2014

Simavita Limited (ASX: SVA) (TSXV: SV) is delighted to invite investors to listen to an audio interview of Mrs Lewis discussing the Company's ASX listing and its plans for 2014. The interview is by copying the following link into your browser: <http://www.brr.com.au/event/120684>.

Highlights of the interview include:

- Rationale for Simavita to be dual listed on ASX and TSXV
- Importance of distribution agreement with Medline in the US market
- Discussion of upcoming milestones for the company over the next 12 months

For further information, please check our website ([www.simavita.com](http://www.simavita.com)) or contact the persons outlined below.

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### About Simavita

Simavita (ASX: SVA) (TSXV: SV) is a medical device company that has developed an innovative, world first solution for the management of urinary incontinence, with a focus on the elderly. The first product is the SIM™ platform technology which is an instrumented incontinence assessment application that provides evidence based incontinence management care plans to the residential aged care market.

### About SIM™

SIM™ is a wireless sensor technology that delivers evidence-based instrument incontinence data on individuals. SIM™ provides user friendly tools and software to assess the incontinence condition and to help plan better outcomes. SIM™ is used to detect, record and report incontinence events during a compulsory or recommended assessment period in residential aged care facilities to develop an evidence-based incontinence care plan.

Conducting assessments is mandatory in many countries and the incontinence assessment creates an influential element of care of each individual. For more information on Simavita or SIM™, please visit [www.simavita.com](http://www.simavita.com).

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*Except for historical information, this announcement may contain forward-looking statements that reflect the Company's current expectation regarding future events. These forward-looking statements involve risk and uncertainties, which may cause, but are not limited to, the anticipated date of on the ASX, changing market conditions, the establishment of corporate alliances, the impact of competitive products and pricing, new product development, uncertainties related to the regulatory approval process, and other risks detailed from time to time in the Company's ongoing quarterly and annual reporting.*