



First US revenues achieved, Australian sites expand and progress in Denmark

For Immediate Release:

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Highlights:

- Medline hard launches SIM™ Generation 4 at National Association Directors of Nursing Administration in Long Term Care (NADONA/LTC) 2014 conference in Anaheim, California
- First revenues achieved through Medline agreement and several sites in North America now using SIM™ Generation 4 assessments, following successful deployment of the Company's technology
- Australian monthly revenues increased >100% since February with 32 active sites now using SIM™ Generation 4, with a strong pipeline for additional appointments
- Plans to progress Denmark showcase site now underway following IT approvals from City of Copenhagen

Sydney, Australia – July 1, 2014 – Simavita Limited (ASX: SVA; TSX-V: SV) (“Simavita” or the “Company”) is pleased to provide updates regarding its progress in North America, new contracts signed with Australian customers and its showcase site planned in Copenhagen, Denmark.

First revenues recognised through Medline distribution agreement

Medline Industries Inc., exclusive distribution partner for Simavita's SIM™ technology in North America and a leading global medical supply company, has officially introduced Simavita's SIM™ (Smart Incontinence Management) product into its portfolio, following Medline's recent annual sales conference and participation at the National Association Directors of Nursing Administration in Long Term Care (NADONA/LTC) conference in June (refer below).

Simavita has fulfilled its first order of product to Medline and SIM™ Generation 4 is now being used in long term care facilities in the US states of Maryland, Washington and Illinois. Customers using the SIM™ technology are the first to have purchased SIM™ assessments from Medline, signalling the official commencement of sales in the US. Initial feedback from those customers has been encouraging.

Medline is in active discussions with a significant number of large US customer groups currently considering taking up the SIM™ technology.

Hard launch of SIM™ at NADONA/LTC 2014 conference

Medline conducted a hard launch of SIM™ at the 2014 National Association Directors of Nursing Administration in Long Term Care (NADONA/LTC) in Anaheim, California, from June 7 to 11 (Booth 511). NADONA/LTC is the premiere professional nurses association dedicated exclusively to Nurse Executives and Nurse Administrators within the Long-Term Care Continuum. The Conference provides updates on the latest clinical and management techniques and offers information on the newest and most timely information on methods to improve care and efficiencies within aged care practices and facilities.

At the conference, Medline representatives had a booth at which they formally introduced the SIM™ product offering. Conference participation was supplemented with media coverage and other marketing in the US. In an article published by Digital Journal, Kari Lazzarotto, RN, restorative/MDS coordinator at Mendota Lutheran Home based in Mendota, Illinois said:

“The SIM technology replaces the old manual assessment process with an automated system that gives us a more accurate measurement of the resident's continence episodes... This results in better care planning and makes continence management more dignified for our residents and provides them a better quality of life.”

The conference generated an excellent response to the Company's products and resulted in many active leads from large aged care groups. Simavita is expecting that this interest will result in additional customers adopting the SIM™ technology over the next quarter in a number of US states.



Left, Medline Industries' tweet introducing Simavita and highlighting its booth at the NADONA/LTC conference in California from June 7 to 11, 2014.

Australian customer sites and sales and marketing activities ramp up

Simavita officially commenced sales of SIM™ Generation 4 in Australia during late March 2014. The Company's Australian customer base now stands at 32 active sites under supply agreement, all conducting assessments with SIM™. An additional aged care group has recently signed a supply agreement and deployment of the Company's products across its multiple sites in Australia is planned for later in 2014.

Australian sales growth has been robust in the 2014 calendar year to date, with monthly revenue increasing by more than 100% since February 2014. A strong pipeline of additional opportunities now exists targeting facilities in Queensland, New South Wales and Victoria, which the Simavita sales team is currently working to convert into new customers. An active marketing campaign is in place to support these and other sales efforts.

The next SIM™ software upgrade is planned for later this year which will enhance existing functionality and improve efficiency.

Showcase site in Denmark progresses

The Company's first site in Denmark, which is being constructed as a showcase in collaboration with the Municipality of Copenhagen and Abena A/S to showcase the Company's cutting edge SIM™ technology for incontinence assessment in the aged care sector, continues to progress, following receipt of the final approval for IT from the legal and IT departments of the City of Copenhagen.

The showcase site will form part of a strategic alliance with Abena, a leading manufacturer in Denmark, and the City of Copenhagen, and will provide the platform for other potential distributors in Europe to view the Company's technology operating in a Danish aged care facility.

For further information, please visit our website (www.simavita.com) or contact the persons named below.

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About Simavita

Simavita 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.

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