



US sales accelerate and Australian group rolls out SIM™

For Immediate Release:

August 19, 2014

Highlights:

- Exclusive US distributor, Medline Industries, provides Simavita with its first significant order for SIM™ assessments to service the Company's expanding US market.
- One of Australia's leading residential aged-care providers, Arcare, commits to roll-out the Company's SIM™ Generation 4 technology across its entire network of 23 facilities in Victoria and Queensland.

Sydney, Australia – August 19, 2014 – Simavita Limited (ASX: SVA; TSX-V: SV) ("Simavita" or the "Company") is pleased to provide an update regarding the continued growth of sales of the Company's SIM™ (Smart Incontinence Management) solution in the Australian and US markets.

Medline distribution of SIM™ now actively underway

Following the formal launch of the Company's SIM™ solution in the US market by its exclusive distribution partner Medline Industries Inc. in late June 2014, Medline has now submitted its first significant order to Simavita representing a material proportion of Medline's first year sales commitment under its exclusive distribution agreement with the Company. In addition, changes have been made to further strengthen the Medline team responsible for the distribution of the Simavita product range in the US which has already resulted in a number of new orders and increasing interest from US aged-care groups.

Arcare commits to SIM™

Leading Australian residential aged-care provider, Arcare Pty. Ltd., has committed to roll-out the Company's SIM™ solution across the remaining 17 facilities in its network. Arcare has already introduced SIM™ into six of its facilities and has decided to expand its use into all 23 of its facilities across Victoria and Queensland. The Arcare facilities together comprise more than 2,100 beds.

"We view Arcare's decision to adopt SIM™ throughout its entire network as a strong endorsement of the many benefits provided by our solution. This decision to expand the use of SIM™ across the Arcare network follows a successful period during which the SIM™ solution has been making a positive impact on the lives of Arcare's residents" said Simavita CEO, Ms. Philippa Lewis. "We are thrilled to count Arcare as a customer who we consider to be a leader in residential aged-care in Australia", she said.

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

Company	Media and Investor Relations
Philippa Lewis, Chief Executive Officer T: +61 2 8405 6381	Buchan Consulting
Tom Howitt, Company Secretary T: +61 2 8405 6391	Jane Lowe E: jlowe@buchanwe.com.au T: +61 2 9237 2800

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.

The TSX Venture Exchange has in no way passed upon the merits of the transactions set out herein and has neither approved nor disapproved the contents of this press release. Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this Release.

Forward-Looking Information

This document may contain “forward-looking information” within the meaning of Canadian securities laws (“**forward-looking information**”). This forward-looking information is given as of the date of this document.

Forward-looking information relates to future events or future performance and reflects Simavita management’s expectations or beliefs regarding future events and includes, but is not limited to, information with respect to the successful completion of the Private Placement and SPP. Assumptions upon which such forward-looking information is based include that Simavita will be able to successfully execute on its business plans. Many of these assumptions are based on factors and events that are not within the control of Simavita and there is no assurance they will prove to be correct.

In certain cases, forward-looking information can be identified by the use of words such as “plans”, “expects” or “does not expect”, “is expected”, “budget”, “potential”, “scheduled”, “estimates”, “forecasts”, “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of such words and phrases or information that certain actions, events or results “may”, “could”, “would”, “might” or “will be taken”, “occur” or “be achieved” or the negative of these terms or comparable terminology. By its very nature forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Simavita to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Such factors include, among others, risks related to actual results of current business activities; changes in business plans and strategy as plans continue to be refined; other risks of the medical devices and technology industry; delays in obtaining governmental approvals or financing or in the completion of development activities; as well as those factors detailed from time to time in Simavita’s interim and annual financial statements and management’s discussion and analysis of those statements. Although Simavita has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking information, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. Simavita provides no assurance that forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking information.