



For Immediate Release:

04/09/2014

**Simavita CEO Philippa Lewis Discusses Financial Results, Product Updates and
Company Progress with BRR Media**

4th September, 2014

Simavita (TSXV.SV) (ASX.SVA) is pleased to invite investors to view a short webcast interview with Philippa Lewis, CEO of Simavita and BRR Media.

In this webcast, Philippa Lewis discusses with BRR Media:

- Financial results
- Product updates
- The relationship with Medline Industries
- Recent company activities in Europe
- A summary of Simavita's longer term strategy

To access the webcast, please visit this link: <http://www.brrmedia.com/event/126770>

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

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

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.