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FDA CLEARS THE FIRST CONCEPTION KIT FOR AT-HOME USE

Saranac, Mich., March 22, 2007 – Conceivex, Inc. today announced that the U.S. Food and Drug Administration (FDA) has granted 510K clearance to the Conceivex Conception Kit, the first and only comprehensive reproductive healthcare system designed for couples to use in the privacy of their own home. The Conception Kit contains fertility prediction tools, semen collectors and the only FDA-cleared home-use cervical cap for conception, which are designed to be used together for up to three months in order to enhance the couple's chance of becoming pregnant.

“This brings new hope to more than seven million Americans who seek infertility treatments each year and the countless others who can't afford it. The Conception Kit is a safe, effective and affordable system that can dramatically increase their chance of successfully conceiving,” said Michael LaVean, founder of Conceivex, Inc. and inventor of the Conception Kit.

The cornerstone of the kit is the Conception Cap, which brings the semen in direct contact with the cervix for four to six hours, thereby increasing the opportunity for sperm to move into the uterine cavity and fertilize an egg at the most opportune time. Each element of the kit works together to address the more common male and female issues that interfere with conception, including low sperm count, reduced sperm motility, a tilted cervix, timing ovulation, a hostile vaginal environment and a couple's position during sex.

In addition to the three Conception Caps, the Conception Kit includes a broad range of conception-related information, three non-latex semen collectors, three samples of sperm friendly intimate moisturizer for comfort during sex, 24 ovulation predictors, conception timing wheels, three pregnancy test kits, medical provider note, instruction manual, and a journal to record an individual's progress.

The Conception Kit is available through a healthcare provider or for purchase at www.conceptionkit.com with a valid prescription. The Conception Kit is \$299.95.

About Conceivex

Conceivex, Inc. is a privately owned reproductive healthcare company headquartered in Western Michigan. The company developed and produced the Conception Cap and the Conception Kit. The Conceivex mission is to empower women and couples with health care products to assist them in reaching their reproductive goals. The Conception Kit is FDA cleared, and Health Canada & CE approved.

MEDIA NOTE: B-roll and photos available. For more information or help with the feed, complete scripts, verbatims or a beta dub, call 404-965-7929 or 404-502-9163 or email: Chuck@firstlinemedia.com, or paste <http://www.firstlinemedia.com/alerts/baby.doc> into your browser.

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