

RELEASE EMBARGOED TO 19TH MAY 2008

PRODUCT LAUNCH: PEEZY SIGNALS AN END TO MESSY AND UNDIGNIFIED MID-STREAM URINE SAMPLE DELIVERY FOR WOMEN

Product: Peezy
Purpose: Hygienic medical urine sample delivery by women
Benefits: Pure mid-stream collection - dry hands, dry bottle, dry floor

Users say: “Its easy to use, impossible to get wrong and so clean. It would definitely be my preferred method of delivering a mid-stream sample. A fantastic product.”



Peezy is a brand new, single-use, urine collector that guarantees the ‘gold standard’ mid-stream sample for medical analysis, without the need to start, stop and start again. Peezy also eliminates spills and splashing keeping hands clean and the bottle dry, with no mess left on the surgery, hospital or clinic toilet and floor. In short, Peezy leaves user and environment clean – and dignity intact.

What women say ...

We asked a number of women to try Peezy for comfort, usability and overall patient care. They were aged between 23 and 65, and varied in height and size, the largest being 38 weeks pregnant. Their comments helped us shape the product being launched today:

“As someone who has to do lots of specimens this was a dream come true!”

“I can easily put my name on the bottle!”

“Much better than the usual bottle which is almost impossible to use when heavily pregnant.”

“Between the ages of 6 and 8, my daughter had regular urinary tract infection and had to give a daily urine sample. Peezy would have made this much easier and reduced the daily upset.”

“Very neat and very clean. Not getting pee on your hands is really amazing.”

... / 2

Funnelly Enough Limited

19 May 2008 Peezy launch release page 2

Where did Peezy come from?

Dr Vincent Forte, a family GP found that asking female patients to deliver a mid-stream sample into the standard Universal Container elicited a response that became the bane of his working life.

“Every time I asked for a urine sample, my women patients were emphatic that the process was not easy!” says Dr Forte. “When I thought about it, I realised that it is messy and undignified. The majority of women find it embarrassing on a number of levels. Stopping and starting is just the first hurdle, followed by spills and splashing, wet hands and soaked bottle, which then has to be handed to the nurse or receptionist. It is not pleasant for anyone involved.”

The new, compact Peezy is used once and thrown away in standard yellow-bag waste for incineration. It offers significant improvement over other methods of urine collection, which include delivery into a pulp bowl or plastic jug; the contents of which are then transferred to the Universal Container by an orderly, a process that can add to the embarrassment of giving urine.

Dr Forte adds that his invention will not only help deliver the ‘gold standard’ mid-stream, but should help clean up toilets in hospitals, clinics and surgeries.

“Once you’ve undergone the indignity of peeing into a small bottle,” he explains, “You have to use your soiled hands to turn on the tap. After washing, you have to touch the dirty tap again. Adding insult to potential infection, you may also find yourself standing on a messy floor. I very much hope that Peezy will go a long way to improving infection control in medical settings and reduce the risks of contamination posed by dirty toilets.”

Peezy benefits summary:

- Pure urine sample collection: dry hands, dry bottle, dry floor
- No start-stop-start to deliver the mid-stream
- Simple, clean and effective, direct from Patient to Container
- Improved, hygienic sanitary environment for patients, nursing and cleaning staff alike
- Individually and hygienically packed single-use device
- Easy disposal within standard yellow-bag clinical waste for incineration

Designed for women, Peezy may also help urine collection amongst children and the elderly and will be on sale from July. For more information and testimonials visit www.peezy.co.uk

ENDS

.../3

Funnelly Enough Limited

19 May 2008 Peezy launch release page 3

THE INVENTOR



Dr Vincent Forte BA, MB BS, MRCGP, MSc, DA

Having patented Peezy in 2001, Dr Forte's knowledge and experience of general practice has been fundamental to product development; he is already working on new disposable medical devices to improve other areas of patient care. Dr Forte has worked for ten years in forensic medicine and is an established writer; he co-wrote the Symptom Sorter, now used within teaching hospitals throughout the UK and is a regular contributor to print, web and broadcast media.

NOTES FOR EDITORS

- Funnelly Enough Ltd was founded by Dr Vincent Forte and his sister, Giovanna Forte
- Dr Forte is available for interview: please contact Giovanna, details below
- A single-use product, Peezy is disposed of in normal yellow-bag waste for incineration
- Clinical Trials are due to take place in 2008 at Guy's & St Thomas's Hospital Trust
- Peezy is trademarked and patent protected across International territories
- Funnelly Enough Ltd is a start-up company that has received Private Equity Funding through the E-Synergy Ltd Early Growth Fund. www.e-synergy.com

MEDIA CONTACT

Giovanna Forte FRSA
Managing Director
Funnelly Enough Limited

Direct line: 020 7300 7225

Mobile: 07976 642256

E-mail: giovanna.forte@funnellyenough.com