



CryoLife Establishes Direct Sales Force in Germany

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ATLANTA, July 10 /PRNewswire-FirstCall/ -- CryoLife, Inc. (NYSE: CRY), a biomaterials and biosurgical device company, today announced that it has established a direct sales force through its European subsidiary, CryoLife Europa, Ltd., to service the German medical market. Headquartered in the biotechnology cluster of Baden-Wuerttemberg in Freiburg, the German team is CryoLife's second direct sales force outside of the U.S. CryoLife also sells direct in the United Kingdom.

"We are very excited about the potential for growth in the German market," said Steven G. Anderson, CryoLife president and chief executive officer. "While we work with distributors throughout Europe, CryoLife Europa decided to go direct in Germany to capitalize on the strong interest in our products there. We believe that by having our own sales channel in Germany, we can focus our selling efforts, strengthen our market presence and more readily launch new products."

CryoLife's German sales force will include three sales representatives and a sales manager. The first two sales representatives will cover Southern Germany, mainly Bavaria and Baden-Wuerttemberg, and Northeast Germany, which includes Berlin, Hamburg and Leipzig. Plans call for the addition of a third sales representative to cover the Western German territory by the end of 2007. The team will initially concentrate on sales of CryoLife's BioGlue(R), a surgical adhesive, and the distribution of allograft tissues.

The CryoLife sales office in Germany can be contacted by calling +49 (0) 761-216886-0, by fax +49 (0) 761 216886-10 or by emailing Deutschland@cryolife.com.

Prior to the creation of a direct sales operation, CryoLife Europa, Ltd. distributed CryoLife products in Germany through Krauth Medical KG (GmbH & Co).

About CryoLife Europa, Ltd.

Headquartered in Guildford, Surrey, United Kingdom, CryoLife Europa, Ltd., established in 1999, directs the distribution of CryoLife products and tissues throughout Europe, the Middle East and Africa (EMEA).

About CryoLife, Inc.

Founded in 1984, CryoLife, Inc. is a leader in the processing and distribution of implantable living human tissues for use in cardiac and vascular surgeries throughout the United States and Canada. The Company's BioGlue(R) Surgical Adhesive is FDA approved as an adjunct to sutures and staples for use in adult patients in open surgical repair of large vessels. BioGlue is also CE marked in the European Community and approved in Canada and Australia for use in soft tissue repair. The Company also distributes the CryoLife-O'Brien(R) stentless porcine heart valve and the SG Model 100 vascular graft, which are CE marked for distribution within the European Community.

For additional information about the company, visit CryoLife's Web site: <http://www.cryolife.com>

SOURCE CryoLife, Inc.

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