

PROLLENIUM EXPANDS MARKETING STRATEGIES FOR 2009;
EXHIBITS AT IMCAS 2009 IN PARIS AND THE ANTI-AGING MEDICINE
WORLD CONGRESS IN MONACO

For Immediate Release

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Aurora, Jan 9th, 2009; Prollemium Mecal Technologies reported today that the Company will increase its marketing budgets in 2009 by as much as 300% over Fiscal 2008. The Company says that it has agreed to participate in two major industry Conferences and Trade Exhibits in the first half of calendar 2009, including the IMCAS 2009 Annual Meeting in Paris, France, Jan 8th-11th and The Anti-Aging Medicine World Congress- Monaco, March 22nd-24th.

Says Khasha Ighanian, Senior Vice-President, Marketing, "Our business today defines one of the fastest growing and most dynamic segments of the 'Quality of Life' medical services sector. This sector is currently enjoying significant innovation that has profound impact on the range and types of medical treatment available today and tomorrow for anti-aging and image enhancement." Explains Mr. Ighanian, "Prollemium will play a major role in the months and years ahead in providing the aesthetics marketplace with new and highly effective solutions in both injectible medical devices and topical therapies. We anticipate that our presence at both IMCAS 2009 this week and The anti-Aging Medicine World Conference in Monaco will serve to strengthen and expand our competitive market position, as well as create greater awareness among both the professional and patient population for the high quality, high performance products we offer."

Prollenium will showcase at IMCAS 2009 its Revanesse® family of hyaluronic acid based dermal fillers, which are rapidly earning a leadership position in the anti-aging and facial aesthetic marketplace worldwide. The Revanesse® line of HA derma fillers(Revanesse, Revanesse Ultra, and ReDexis) made its debut in 2006 and is currently sold in more than 60 countries worldwide. Revanesse® is used by dermatologists, medical practitioners and clinicians as a long lasting derma filler that will erase fine lines and wrinkles, smooth deep folds and give lips a natural, fuller look.

Established in 2002 and headquartered in Aurora, Canada, Prollenium currently designs, develops, markets and distributes proprietary and uniquely formulated specialty medical products for the anti-aging and facial aesthetics marketplace. The company's core line of hyaluronic acid based dermal fillers are sold under the Revanesse® brand and distributed in more than 60 countries worldwide.