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First Physician-Driven Company for Primary Skin Cancer Protection & Prevention Completes Series 'A' Funding Round

MDSolarSciences Corp, Developer of Advanced Sunscreens & Solar Protection Products, Raises More Than \$4 Million from Private Investors

NORWALK, Conn., April 19, 2010- MDSolarSciences Corporation (MDSS), the first physician-driven company dedicated to primary skin cancer prevention and protection, has completed a more than \$4 million Series 'A' funding round. The firm raised this capital from a group of seasoned, senior level investors. The funds will be used primarily for ongoing capital needs. After more than two years of research & development, MDSS launched its comprehensive system of solar protection products this March at the American Academy of Dermatology Annual Meetings in Miami Beach.

Led by internationally-respected dermatologist and melanoma expert Robert J. Friedman, MDSS developed all sunscreen products to be the safest available for both humans and the environment. The MDSS product line is anchored by advanced 30+ to 50+ SPF mineral and hybrid sunscreens (patents pending) that feel weightless and silky on the skin and moisturize while protecting against both UVA and UVB solar rays.

The solar protection system is rounded out by a proprietary individual UV detection device called SolALERT, a line of UPF 50+ clothing and UV400 protective eyewear, as well as two educational programs – for physicians and consumers. MDSS sunscreens are available in physicians' offices and all products are available on line at www.mdsolarciences.com.

"Skin cancer is on the rise around the world at alarming levels," said MDSS founder and CEO Dr. Robert Friedman. "As physicians dealing daily with the ravages of photodamage, including life-threatening melanoma, my colleagues and I were not comfortable recommending any of the available sunscreen products. So, based on our passionate commitment to saving lives, we created our own system of education, detection

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and protection. We are gratified that both the physician and investor communities are embracing our efforts.”

MDSS products were developed in consultation with a scientific advisory council of well-regarded professionals representing medical specialties that include dermatology, oncology, ophthalmology, pediatrics and internal medicine, as well as behavioral and educational specialists and chemists.

In addition to his private practice in New York City, Dr. Friedman serves as Clinical Associate Professor at the New York University School of Medicine and Chairman of the Institute for Melanoma and Skin Cancer Research in New York City. He was part of the American Academy of Dermatology team that developed the ABCD and ABCDE melanoma self examination guidelines.

MDSolarSciences has its headquarters at 128 East Avenue, Norwalk CT 06851. For further information call 203-857-0095 or visit www.mdsolarciences.com.

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