

PRESS RELEASE

For Immediate Release

Advanced Bio-Technologies appoints Terry Conrad to Board of Directors

Suwanee, GA – January 18, 2010 – Advanced Bio-Technologies, Inc. (“ABT”) announced today that it has appointed veteran healthcare executive Terry Conrad to ABT’s Board of Directors, effective immediately. ABT is a portfolio company of Tampa-based private equity firm HealthEdge Investment Partners, LLC.

Terry Conrad is the founder and CEO of Branthan Laboratories, a topical drug development company based in Greensboro, NC. He currently serves as the Vice Chair of the Triad area North Carolina Biotechnology Advisory Board, and from 2000 through 2008, directed the U.S. operations of Merz Pharmaceuticals, a privately held German healthcare concern. Prior to Merz, he held numerous commercial positions in large pharmaceutical companies such as Warner Lambert, Bayer AG and Lederle Laboratories.

According to ABT Chairman and CEO, Jeff Thompson, “Terry’s broad healthcare experience and deep roots in the dermatology market will allow him to quickly contribute to ABT’s advancement as a leading specialty dermatological products company. We welcome him to our board and look forward to working closely with him.”

Mr. Conrad has an MS in Administrative Pharmacy from the University of Minnesota and a BS in Chemistry from St. John’s University.

ABOUT ABT

Advanced Bio-Technologies, Inc. is a dermatological products company focused on scar treatment and prevention. The Company’s flagship product is Kelo-cote®, a patented, self-drying, silicone-based topical medical gel that dries within five minutes to form an invisible protective silicone sheet over the applied area. The protective barrier is flexible, odorless, waterproof, transparent, and breathable, and cosmetics and sun block can be applied after the gel has dried. The gel softens and flattens raised scars and reduces redness and itching.

In April 2009, ABT acquired Belli, a women’s health and wellness company, focused on providing physician-formulated skin care treatments for mothers and infants. Belli sets a new standard for cosmetic ingredient safety as the only company in the world that performs an ongoing review of the published medical literature and screens out any ingredients linked to harmful effects during pregnancy, nursing and infancy. ABT recently relocated its corporate headquarters from Clearwater, FL to the Atlanta, GA area.

ABOUT HEALTHEDGE

HealthEdge Investment Partners, LLC is an operating-oriented private equity firm founded in 2005 that focuses exclusively on the healthcare industry. HealthEdge seeks to achieve superior returns by investing in businesses that benefit from the knowledge, experience, and network of relationships of its partners. HealthEdge partners have more than 100 years of combined operating experience in healthcare as CEOs and investors. For more information on HealthEdge, visit www.healthedgepartners.com.

For more information, please contact Brian W. Anderson at HealthEdge Investment Partners at (813) 490-7102.