

Media Contact:
Peter Resnik
Chief Operating Officer
BellaNovus Development Company, LLC
(502) 588-7143

FOR IMMEDIATE RELEASE

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OUCHLESS® NEEDLE ASSETS ACQUIRED BY GEBAUER COMPANY

October 14, 2013, LOUISVILLE, KY – BellaNovus Development Company, LLC (a medical design and manufacturing company) – the maker of **Ouchless® Needle** – announced today the sale to Gebauer Company of exclusive worldwide rights, technology and certain other assets related to this device.

Details of the terms and conditions of the transaction were not disclosed.

BellaNovus engaged Blue Equity, LLC of Louisville, Kentucky, to raise the angel capital, commercialize the device, and complete an investor exit. BellaNovus also partnered with CreoSalus and Occam Design of Louisville, Kentucky, for the design and manufacturing of the device.

Gebauer Company is a 100+ year-old medical device manufacturer and marketer of topical anesthetic skin refrigerants (vapocoolants) dedicated to providing Patient Comfort Solutions™ to the healthcare industry through the development and production of affordable, easy-to-use medical devices.

Blue Equity, LLC (www.blueequity.com) is an independent, private equity firm investing both growth capital and providing business expertise in enterprises with solid development potential. Blue Equity forms strategic partnerships with existing management teams, leveraging expertise and relationships to stabilize, strengthen and grow lasting value. Investment efforts and managerial expertise are focused on the operation of a global and diversified portfolio of business enterprises, including opportunities in oil and gas, media, distribution, healthcare, art commerce, defense, financial services and real estate. Blue Equity is dedicated to helping businesses grow by accelerating opportunity and driving innovation to the marketplace.

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