

New President of CellaVision North America

CellaVision AB (publ) has appointed Peter Wilson as President CellaVision North America with responsibility for operations in the U.S. and Canada. Peter Wilson currently holds a position as Marketing Manager and is part of the CellaVision Management Team. He will begin his new position on September 1, 2012.

Peter Wilson will be responsible for CellaVision operations in North America which includes the two subsidiaries in the United States and Canada, and will report directly to Yvonne Mårtensson, President and CEO of CellaVision AB. The subsidiaries' function is sales, marketing and support to partners and end customers.

"I am very pleased that Mr. Wilson will lead CellaVision's sales and marketing efforts in North America. Peter has held several key roles in CellaVision since 2000 and has extensive experience in the company, our markets, competitors and customers. In North America, our focus on partnerships in parallel with our own sales organization has had a significant impact on our sales success, and Peter has an excellent position to continue developing the business forward," says Yvonne Mårtensson, President and CEO of CellaVision.

Peter Wilson holds a Master of Science in Chemical Engineering. He has many years' experience in global commercialization of new technologies and products. For the past ten years he has held senior positions at the marketing department of CellaVision, of which the last five years from a position of the management team. Before CellaVision he worked at Foss, a supplier of laboratory equipment for the food and grain industry, including positions in the U.S. He succeeds Dave Autry, who led the business since 2009.

North America is CellaVision's most important growth market. In 2011, the market developed well and represented approximately 60 percent of the company's total sales. In the U.S. CellaVision sells through the distributors Sysmex and Beckman Coulter, both global leaders in the hematology market, and through support of CellaVision's own sales organization. In Canada CellaVision sells directly through its own subsidiary.

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About CellaVision

CellaVision is an innovative, global medical technology company that develops and sells its own leading systems for routine analysis of blood and other body fluids in health care services. The analyses often constitute important reference data for fast and correct diagnosis of illnesses, for example of infections and serious cancers. CellaVision's products rationalize manual laboratory work, and secure and support effective workflows and skills development within and between hospitals. The company has leading-edge expertise in image analysis, artificial intelligence and automated microscopy. In 2011 sales were SEK 155 million and sales continue to increase, with a growth target of at least 15 % per year over an economic cycle. CellaVision's registered office is in Lund and the company has subsidiaries in the USA, Canada and Japan. The share is listed on the Nasdaq, OMX Stockholm, Small Cap list. Read more at www.cellavision.com.