

## **FOR IMMEDIATE RELEASE**

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## **FOR PEOPLE WHO FEAR NEEDLES AND THE DENTIST, RELIEF FOR THEIR ANXIETY MAY SOON BE AVAILABLE**

### **Startup Plans to Introduce the World's First Needle-Free Anesthetic for Improved Dentistry**

**Fort Collins, Colo. – August 4, 2009** – St. Renatus, a Fort Collins-based startup with the goal of bringing the world's first needle-free dental anesthetic to market, today announced it has been invited to join the Rocky Mountain Innovation Initiative (RMI<sup>2</sup>), a regional non-profit dedicated to helping northern Colorado's scientific and technology startup companies achieve success.

An evolution of the Fort Collins Technology Incubator (FCTI), RMI<sup>2</sup> is a partnership funded by the Cities of Fort Collins and Loveland, Colorado State University (CSU), CSU Ventures, and the Northern Colorado Economic Development Corporation (NCEDC). As a member of RMI<sup>2</sup>, St. Renatus will receive customized programs and services – including advisory support, business consulting, and promotion – from the member institutions to help St. Renatus prepare for long-term success and attract a highly educated and creative workforce.

“Joining RMI<sup>2</sup> gives our company the opportunity to work closely with entrepreneurial entities and experts in the community,” said Mark Kollar, director and co-founder of St. Renatus. “Not only will we learn from other organizations, but we can also lend our expertise and insight to other pre-revenue companies facing similar growing pains.”

Earlier this year, St. Renatus announced the completion of Phase II clinical trials for its nasal spray dental anesthetic, Kovacaine Mist™. The trials were conducted on actual patients through the University of Buffalo School of Dental Medicine, and the results deemed the anesthetic safe and effective. St. Renatus anticipates beginning Phase III trials, which will compare the anesthetic's effectiveness to injected treatments, later this year. If the large-scale trial is successful, Kovacaine Mist could replace injections for many patients having dental procedures on their upper teeth.

St. Renatus expects that when the product hits the market, currently estimated for the end of 2010, Kovacaine Mist will revolutionize how mainstream dentistry is practiced. The company estimates that Kovacaine Mist could be used for approximately 40-percent of the 300 million doses of dental anesthetic sold in the U.S. each year. Additionally, early research indicates that patients and the dental community are excited about the alternative to needle injections from the standpoint that Kovacaine Mist could reduce anxiety, pain, and the spread of blood-borne pathogens.

To date, St. Renatus has received funding through individual private investments, and wishes to continue raising capital privately through angel investors.

“Our acceptance into RMI<sup>2</sup> comes at an exciting time for our company,” said Cliff Buchholz, interim CEO of St. Renatus. “The programs and services provided by RMI<sup>2</sup>, coupled with the recent passing of the Colorado Innovation Investment Tax Credit, should help St. Renatus prepare for the anticipated FDA approval of Kovacaine Mist next year.”

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#### **About St. Renatus**

St. Renatus, LLC was founded to commercialize the world’s first needle-free dental anesthetic suitable for use in procedures involving most of the upper teeth. By bringing this product to market, St. Renatus aims to create a better experience for dentists and qualifying patients by using an accurate and sophisticated method to anesthetize the upper teeth without the risk and pain of a needle. For more information on St. Renatus, visit [www.st-renatus.com](http://www.st-renatus.com) or call 970.282.0156.

#### **About RMI<sup>2</sup>**

RMI<sup>2</sup>, the Rocky Mountain Innovation Initiative, promotes innovation and entrepreneurship in northern Colorado by helping new scientific and technology companies grow. For more information, including how to become an RMI<sup>2</sup> startup or an advisor, investor, or volunteer, visit [www.RMI2.org](http://www.RMI2.org) or call 970.221.1301.