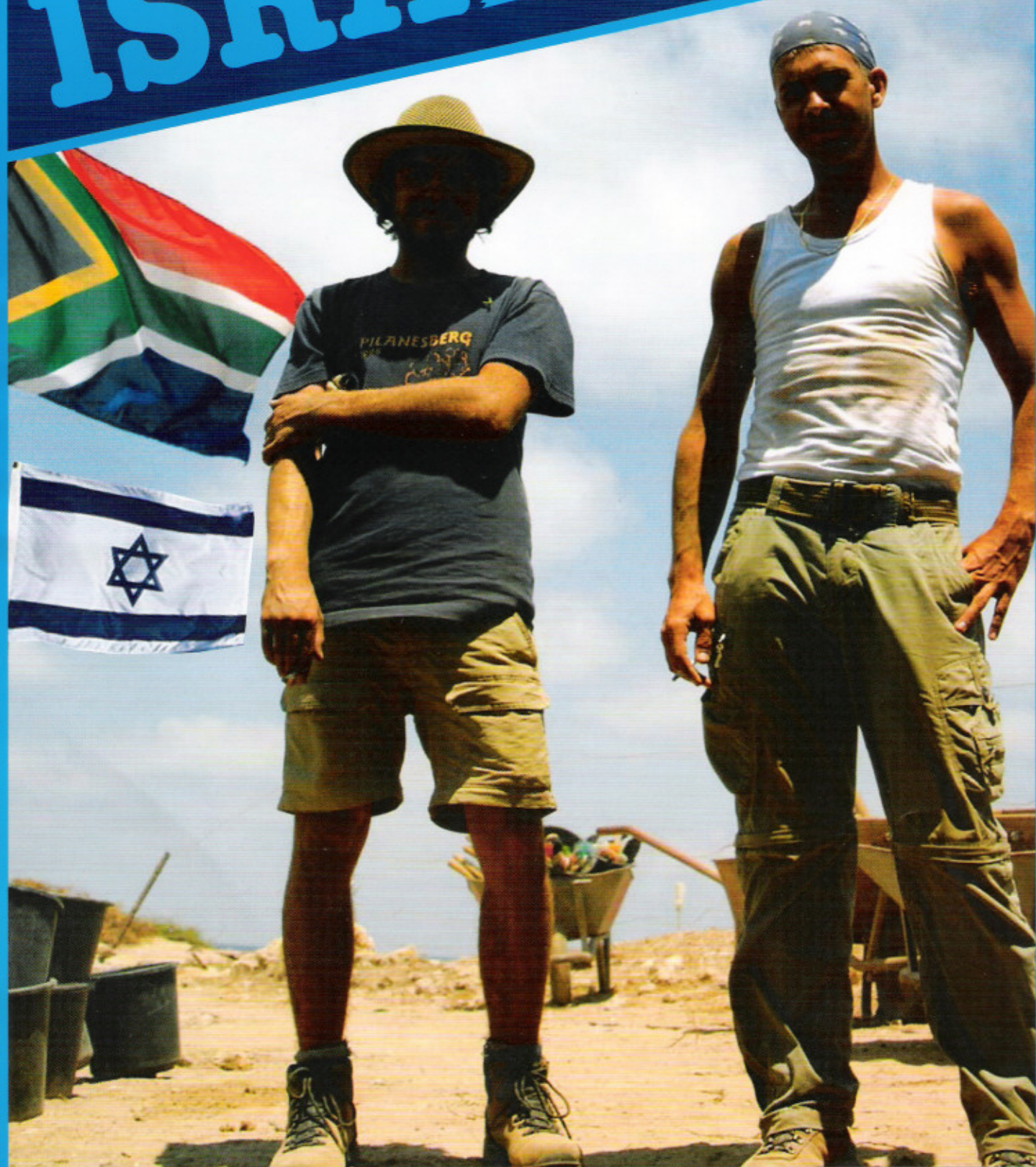


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## Israeli SMART Biotech revolutionizes blood testing for HIV

Today, when blood is tested for HIV (or HCV) only a positive result gives a confirmed diagnosis of an HIV infection. A negative result is a "maybe" result. Hopefully you are not infected but it could be that you are, and the current tests cannot pick you up as you are in the window period - the time between infection and possible detection. This window period, which can last several months, has major personal and public health implications.

On a personal level, it means an uncertainty period for at least 3 months, possible denial of the risk involved in one's life style, and missing out on an opportunity to protect the closest possible circle. It also means that if an HIV infected woman is pregnant, she will test negative if she is still in the window period. In such a case the mother and the child will not be getting anti-retro-viral (ARV) treatment, leaving the baby at a 30% risk of getting HIV from the mother.

Only timely ARV treatment, during pregnancy, delivery and post-partum, can lower the risk to 2-4%. This all depends on detecting the infection as early as possible.

On a public health level, early detection is the key to controlling the epidemic, which is critical for true monitoring of the spread of the epidemic, focused education and prevention programs

and for saving lives. While much effort has been put into shortening the window period, only now is there a technology and product that closes the window period.

This new SMART technology, developed in Israel, is not another diagnostic test, it is just an additive to the blood sample that enables all the existing tests to detect HIV infection within days of infection instead of weeks or months later, thus reducing the



*Mr Yisrael Serok, Ambassador Ilan Baruch and Dr. Tamar Jehuda-Cohen.*

window period by more than 90%. Combining SMART technology with the current testing methods and algorithms enables very early and confirmed diagnosis of HIV infections. Thus, the new SMART technology will have a major impact on the life and health of the people in South Africa.

Following large scale clinical trials in countries all over the world, and based on its ability to detect infected individuals that are still seronegative (in the window period) and missed by all current technologies, the SMARTube(tm), has undergone registration and recognition in countries around the world. In 2006 it got the CE Mark, for all the European

Union countries. Earlier this year it has been registered in South Africa, opening the road for using this revolutionary way for testing blood to become an important player in controlling the HIV epidemic.

Mr. Yisrael Serok, the CEO of SMART Biotech, is very proud of the fact that this is an Israeli invention, and an Israeli product. "It revolutionizes the way blood is tested" he said, "and we hope to bring this life-saving product to every place where HIV testing is done, with an emphasis on those places where it is needed the most. This is why we are currently in South Africa, a country that is not only hit hard by the HIV epidemic, but also with a leading role in the African continent".

Mr. Serok visited South Africa, together with Dr. Tamar Jehuda-Cohen, the scientist who developed the SMARTube(tm), mid-August. Together with Mr. David Louw, from Holistic Health and Healing (local representative of SMART Biotech), they held meetings with people from NHLS, NICD, WITS University, and government officials, introducing the SMARTube(tm) to them. The product was met with great interest.

For further information regarding the SMARTube, please contact:

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