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**PIONEER IN REPRODUCTIVE MEDICINE OPENS THE COUNTRY'S FIRST
COMPREHENSIVE FERTILITY PRACTICE**

Renowned Specialist to Offer Full Range of Fertility Services and Surgeries

SANTA MONICA, Oct. 16, 2007 – Dr. John Jain, a fertility specialist with one of the highest pregnancy rates in the country, announced today the grand opening of Santa Monica Fertility Specialists (SMFS), a new comprehensive reproductive health center in Santa Monica, California. The center provides state-of-the-art diagnostic testing, fertility services, advanced fertility-related surgeries and other breakthrough technologies including egg freezing.

In addition, the distinctive 7,200-square-foot facility houses an andrology laboratory, an in vitro fertilization (IVF) laboratory, the Embryo ICU™, and a surgical center offering both fertility-related procedures and plastic and reconstructive surgery. Unique to SMFS is its on-site mind/body wellness program, with acupuncture, massage and other therapies proven to increase the likelihood of pregnancy and the birth of healthy babies.

“I am excited to open our doors,” said Dr. Jain. “With our innovative IVF work and our success in applying cutting-edge egg freezing technology, we are already making a difference. We are helping build families.”

Dr. Jain’s move to private practice follows twenty-five years of academic and clinical work. His dedication to research in the field of fertility has yielded outstanding results for his patients--- especially for women forty and over--- with impressive pregnancy rates. Additionally, his success rate on births from frozen eggs is the highest in the country. Joining Dr. Jain in these endeavors is preeminent embryologist and molecular biologist, Dr. Li Meng, who will serve as laboratory director for SMFS.

“We are very happy to be here in Santa Monica—a progressive community, with an understanding that the care of a patient goes beyond medicine,” added Dr. Jain. “Philosophically, we feel it’s a good match for us. Whether it’s in our labs or at our mind/body center, we believe in the value of individualized, holistic care.”

Santa Monica Fertility Specialists is located at 2825 Santa Monica Boulevard, Suite 100, Santa Monica, California 90404. Appointments can be made with Dr. Jain by calling (866) 991-1990. Additional information can be

obtained online at santamonicafertility.com or by emailing info@santamonicafertility.com

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About Dr. John K. Jain

John K. Jain, MD, FACOG is a board-certified reproductive endocrinologist and a pioneer in the field of reproductive medicine. Dr. Jain completed his medical training at the University of Southern California, where he remained for nearly a decade as a tenured professor of obstetrics and gynecology. His egg freezing work has earned him international recognition, and he is one of only four reproductive endocrinologists to be named to the National Scientific Advisory Council of Fertility Preservation by the National Institutes of Health. In addition to his many important publications, he is the author of the most current and complete scientific review article on egg freezing. In 2006, his work earned him the Pacific Coast Reproductive Society's top research prize. Dr. Jain has also consulted for numerous television projects.

About Santa Monica Fertility Specialists

Santa Monica Fertility Specialists provides individualized reproductive medicine and fertility services for men and women. The center offers a comprehensive range of care from basic testing to advanced IVF techniques, including egg freezing, tubal embryo transfer, egg donation, and gestational surrogacy. With its strong commitment to research, SMFS is at the forefront of reproductive medicine, continually working to further the science of fertility treatment. The center's philosophy is one of wellness through individualized medicine, integrating research, personal care, holistic programs and community outreach. For more information, visit santamonicafertility.com.