

# newsletter

The aim of this newsletter is to keep in touch with ANDROMEDICAL's clients and to keep you all updated on specific actions that have been put in practice in order to improve our service and expand our business worldwide. We would also like to welcome any comment or suggestion that may help us get to know more about your needs (media@andromedical.com).

Andromedical has been growing greatly in the last few months in terms of staff, and that is due to our commitment to cover all markets. The main goal of our marketing strategy was to show our product, the ANDRO-PENIS, in the most relevant exhibitions and medical congresses that took place during 2004.

## ANDROMEDICAL EXHIBITS AT INTERNATIONAL MEDICAL CONGRESSES

Andromedical had a stand, and several independent studies were presented at:

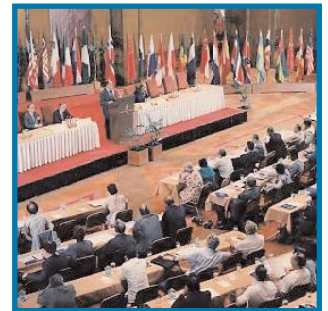
- 1.- The VI Andrology Meeting in Zaragoza, Spain (June 10th-12th).
- 2.- The 3rd European Congress of Andrology and the 16th Annual Congress of the German Society of Andrology in Münster, Germany (September 11th to 14th).
- 3.- The National Congress of the Japanese Society of Sexology in Tokushima, Japan (September 17th-18th).
- 4.- The 11th World Congress of the International Society for Sexual and Impotence Research (ISSIR), Buenos Aires, Argentina (October 17th-21st).
- 5.- The 7th Congress of the European Society for Sexual Medicine in London, UK (December 5th-8th).

All these initiatives turned out into a great success in terms of representativity and prestige, since

there were several studies and posters presented by prestigious urologists at these and other congresses (visit [www.andromedical.com](http://www.andromedical.com) to check the scientific dossier).

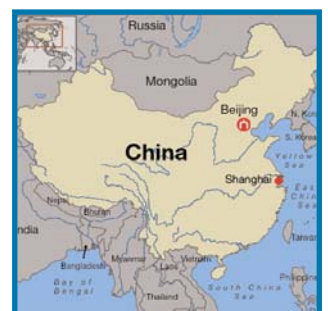
The scientific back up of our product is the key to our success, since the Andro-Penis is the only traction device in the world market with Health Certificates, Quality Standard Certification UNE EN-ISO 9001:2000 and studies that show the continuous effort to advance in the research field.

Thousands of doctors from all over the world got to know the product during these congresses and attended lectures and poster presentations in which the benefits of using the ANDRO-PENIS for penis enlargement, curvatures correction and post-surgical treatment were highlighted.



## ANDRO-PENIS IN CHINA

After joining the first International Sexuality and Reproductive Health Exhibition ever held in China, at the Shanghai International Exhibition Centre in August 2004, Andromedical started to distribute the ANDRO-PENIS in this country.



## MEDIA DOSSIER



The marketing department has also made a great effort in terms of communication with the media worldwide. As you may see in the Andromedical Media Dossier, magazines, TV programs, radio stations and national newspapers have paid attention to the ANDRO-PENIS. Our aim is to have our treatment published or shown in every country's major media, which is a very ambitious project, given that ANDROMEDICAL is still a small company with limited resources. It is important for the public to receive detailed information about a treatment that is still new to them, and that can be the answer to a greater demand of men with curvatures or size problems.

Men have been increasing the attention they pay to

their health and lifestyle, and ANDROMEDICAL needs to take that as an opportunity to show the ANDRO-PENIS as an alternative to them.



So we would like to take this opportunity to ask you all for some feedback regarding radio and tv programs, newspapers and magazines in your countries with medical-health-sexuality content. That would facilitate the process of our department trying to contact all of them, and would also push the promotion of the product, since we have always experienced an important upsurge in order and direct sales following our appearance in the media.

## QUALITY STANDARD CERTIFICATION RENEWED



We are pleased to announce that BSI has recommended, on march 4th 2005, the registered maintenance of our quality standard certification UNE EN-ISO 9001:2000. During the assessment no nonconformities were identified. Following are some of the conclusions in the report:

"The system is strong. The assessment covered all aspects of the standard along with verifying the effectiveness of the implementation. All the process are implemented in all the departments in this organization."

"Product quality requirements are well determined and appropriate processes are in place to keep

under control the product realization and the service provision to customers."

"Sales and delivery processes are very well organized according to clear and well established procedures and work instructions."

"It made an exhaustive control of the client satisfaction. Client satisfaction report made by areas (services, product presentation, manual, fast answers, resolution of questions, customer services, orders management and consultants). High client satisfaction scores."



## THE ANDRO-PENIS ENTERS SPANISH AND GERMAN PHARMACIES



Andromedical has initiate the commercialization of its product at Spanish pharmacies with Contifarma. Besides this, in order to include the ANDRO-PENIS in German pharmacies' shelves, the IFA registration has been completed.

"This important development puts us in a privileged position and means that the efficiency of this method, proven by numerous scientific studies, has been finally recognized", says Amaya Lobato, in charge of the marketing department.



Feedback: Please, send an e-mail to [media@andromedical.com](mailto:media@andromedical.com) or call us +34 902 305 405