FOR IMMEDIATE RELEASE
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Ask the Experts: Antimicrobial copper provides a clinical benefit to patients

Join us at ICPIC to find out how copper's antimicrobial properties can mitigate the spread of antibiotic-resistant organisms and reduce the risk of infections in hospitals.

WHO: Antimicrobial Copper Cu+ and

- Dr. Schmidt, Professor and Vice Chairman of the Department of Microbiology and Immunology, Medical University of South Carolina, USA
- Prof. Keevil, Head of the Microbiology Group and Director of the Environmental Healthcare Unit University of Southampton, UK
- Prof. Shaheen Mehtar, Head of Academic Unit for Infection, Prevention and Control, Stellenbosch University, South Africa
- Mark Tur, Metallurgist, Supported manufacturers during the installation of equipment for the UK clinical trial and continues to work with the supply chain to optimise technology, UK
- Angela Vessey, Antimicrobial Copper Programme Leader Europe, Copper Development Association, UK
- Dr. Harold Michels, Senior Vice President, Technology and Technical Services, Copper Development Association Inc, USA
- Andy Roth, Antimicrobial Copper Programme Global Leader, International Copper Association, USA

WHAT: **Ask The Experts** sessions during ICPIC

WHEN: *"New insights into the Antimicrobial Mechanisms of Copper Touch Surfaces"* by Prof. Keevil
13:15-14:15 & 18:00 – 20:00 - Thursday 30th June, Poster area

"Copper Surfaces in the ICU Reduced the Relative Risk of Acquiring an Infection While Hospitalised" by Dr. Schmidt
12:50 – 13:10 - Friday July 1st, Room R080

Meet all Cu+ Experts at Stand no. 35
16:00 – 17:00 – Friday July 1st

WHERE: Stand 35, University of Geneva, Uni Mail Building
Boulevard du Pont-d'Arve 40
1205 Geneva - Switzerland

WHY:

It's a new approach to use copper's antimicrobial properties to solve an old, but pressing, problem of Healthcare-Associated Infections (HAI). The choice of material for touch surfaces in hospitals could be one of the most important decisions in the fight against microbes that cause HAI.

How can copper touch surfaces continuously eliminate microbes – day and night – between touches and cleaning? An how copper touch surfaces could be the next frontier of fight against HAI?

Come and unwind at the Antimicrobial Copper **Ask The Experts** sessions and pose your toughest questions related to antimicrobial copper's role in combating HAI.

*Can't make it to **Ask the Experts**?* Visit us at Stand No. 35, from 29th June to July 2nd

About HAIs & Antimicrobial Copper Cu+:

Approximately 7 million people worldwide acquire a Healthcare-Associated infection (HAI) every year, and of the 4 million in Europe, around 37,000 die. In addition, they cost over $80 billion globally, according to the World Health Organisation. The source of the HAIs are the microbes that thrive on surfaces we touch every day, like door handles, table tops etc. Despite aggressive hand washing campaigns and routine cleaning, infection rates remain unacceptably high and more needs to be done.

Antimicrobial Copper is the most effective touch surface material in the fight against pathogenic microbes. As more than 350 copper alloys - such as brass and bronze - have the intrinsic antimicrobial property , the brand Cu+ was introduced to indicate that products are made from Antimicrobial Copper.

Antimicrobial Copper is the name uniting a global network of non-profit organisations disseminating information about and advising on the use of Antimicrobial Copper touch surfaces –door furniture, grab rails, taps and ward equipment – in clinical environments to reduce contamination and the risk of infection. **www.antimicrobialcopper.com**

About ICPIC:

During the last decade the prevention of Healthcare-Associated Infections (HAI) has become increasingly important. This change is demonstrated by the choice of an infection control topic by the World Health Organization on its first Global Patient Safety Challenge and organisation of the first international conference on prevention and infection control. **http://icpic2011.com/**

Antimicrobial Copper Expert Biographies

1st International Conference on Prevention & Infection Control, Geneva, June 29 – July 2, 2011

Michael G. Schmidt, Ph.D.,

Professor and Vice Chairman of the Department of Microbiology and Immunology, Medical University of South Carolina, USA

Contact: schmidtm@musc.edu

Dr. Schmidt is the lead microbiologist in the clinical trials that have demonstrated copper's ability to reduce hospital-acquired infections. His research interests also include bacterial protein export, molecular pathogenesis, biodefense preparedness, biofilm development and succession, and environmental microbiology. Over his career, much of his work has focused on translating the microbiological results obtained in his laboratory into practical solutions through interdisciplinary collaboration. Dr. Schmidt earned his Ph.D. in Microbiology from Indiana University, USA.

Bill Keevil, Ph.D.,

Head of the Microbiology Group and Director of the Environmental Healthcare Unit University of Southampton, UK

Contact: cwk@soton.ac.uk

Dr. Keevil is the former Head of the Environmental Technology Department at Centre for Microbiology and Research, Salisbury, UK. He is an active fellow participant at prominent academic associations worldwide such as Fellow of American Academy of Microbiology. He also served as the Scientific Advisor to the House of Commons Select Committee on Science & Technology. His research interests include Physiology and adaptive mechanisms for survival of pathogens. He has co-authored numerous papers on the antimicrobial efficacy of copper against organisms such as MRSA, Clostridium difficile and E.coli O157:H7. Dr. Keevil received his Ph.D. in BioChemistry from the University of Birmingham in the UK.

Harold T. Michels, Ph.D.,

Senior Vice President, Technology and Technical Services, Copper Development Association (CDA), USA

Contact: hmichels@cda.copper.org

Dr. Michels is the principal investigator in the clinical trials that have demonstrated copper's ability to reduce hospital-acquired infections. He directs the CDA's efforts on registering antimicrobial copper alloys with the U.S. Environmental Protection Agency and manages other research and marketing efforts to establish and promote the antimicrobial effectiveness of copper alloys. He has co-authored over 20 peer-reviewed technical papers on the antimicrobial efficacy of copper alloys against MRSA and other pathogens. Dr. Michels earned his Ph.D. in materials science from New York University, USA.

Shaheen Mehtar, M.D.

Head of Academic Unit for Infection Prevention and Control, Tygerberg Hospital and Faculty of Health Sciences, Stellenbosch University, Cape Town, South Africa

Contact: smehtar@exchange.sun.ac.za

Dr. Mehtar has over 30 years of experience in medical microbiology and infectious diseases. She is interested in all aspects of infection, with a specific interest in the emergence and transmission of healthcare facility-based antibiotic resistant bacteria. Over the past 30 years, she has been instrumental in setting up infection prevention and control (IPC) programs in numerous emerging and developing nations and has been extensively involved in the development of various WHO IPC guidelines. She is a founding member of the International Federation of Infection Control and has published over 150 peer-reviewed articles, two books, and several chapters. Dr. Mehtar earned her MD at the University of London, UK.

Andrew Roth,

Director, Global Public Health Initiative, International Copper Association (ICA)

Contact: Aroth@copper.org

Andy joined ICA in 2010 and has considerable expertise in new product and market development, specifically within the building products industry. He holds an MBA in Marketing from Butler University, Indiana, USA.

Angela Vessey,

Director, Copper Development Association U.K. and Director of the European Public Health Initiative

Contact: Angela.Vessey@copperdev.org.uk

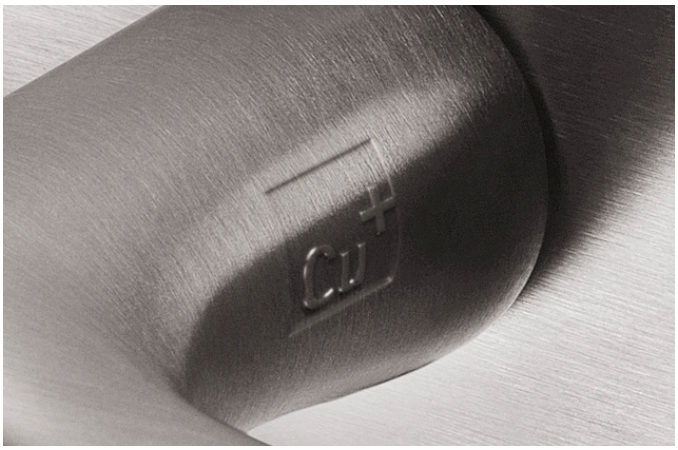
Angela has been the director of the U.K. CDA since 2001. She initiated the association's Antimicrobial Copper program in 2005. Angela earned a BSc in Physiology from Bedford College, University of London, and an MSc in Applied Immunology from Brunel University, London, UK.

Mark Tur, Metallurgist,

Public Health Initiative Lead, Copper Development Association, UK

Contact: mark.tur@copperdev.co.uk

Mark has over 30 years of experience as a metallurgist, working primarily in non-ferrous metals, and is an expert in the management of technology, product and market development. He has been involved in the CDA's antimicrobial programme for most of its five years and has spear-headed it over the last two years, overseeing the manufacture and installation of products for the UK clinical trial. Mark holds an MBA and a professional Marketing qualification.



Every touch surface can be continuously eliminating bacteria

www.AntimicrobialCopper.com

Antimicrobial Copper Cu+™