

ADVANCED BIO-TECHNOLOGIES AND BELLI SKINCARE ANNOUNCES NEW PARTNERSHIP TO ENHANCE HEALTH & WELL-BEING FOR WOMEN

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New York, NY (June 1, 2009) – HealthEdge Investment Partners, LLC (“HealthEdge”) and its portfolio company, Advanced Bio-Technologies, Inc. (“ABT”) announced today that ABT has completed its acquisition of Belli Materna, LLC (“Belli”) located in Issaquah, WA.

Founded in 2002 by Mrs. Annette and Dr. Jason Rubin, Belli is a women’s health and wellness company, focused on providing physician-formulated skin care treatments for mothers and infants. The company’s Medical Director, Dr. Jason Rubin, provides ongoing teratology screening to ensure the products are void of any chemicals and ingredients that could be potentially harmful to a pregnant mother and her child. Belli offers three distinct product lines with a total of 23 different presentations: Belli Baby, Belli Motherhood, and Belli Pregnancy.

“Belli has helped shape and define what health and well-being means in the every day lives of pregnant women, new mothers and babies.” says **Annette Rubin, Founder of Belli**. “Our new venture with Advanced Bio-Technologies and its talented team will strengthen our leadership position in the global mom & baby skin care market.”

According to **ABT’s Chairman and CEO, Jeff Thompson**, “Our investment into Belli enhances ABT’s product offering and extends ABT’s focus on serving today’s modern woman. At the same time, this partnership will allow Belli to immediately leverage ABT’s existing distribution channels and International Partnerships, effectively giving more customers the opportunity to enjoy Belli’s products.”

Brian Anderson, Managing Partner of HealthEdge said, “We are very excited to partner with Belli. The Rubins’ have built an exceptional brand focused on physician-formulated maternity skin care products. We believe that both ABT and Belli will benefit greatly from the new perspective and capabilities gained by partnering together.”

ABOUT BELLI

Founded by Jason Rubin MD and Annette Rubin in 2002, Belli offers a total wellness approach by offering products that feature the pampering benefits of aromatherapy and massage therapy with the heightened screening of a medical company. Belli products are sold at national retailers including Pottery Barn Kids, , baby/maternity boutiques, fine spas, and a growing number of physician offices. The entire line can be found on www.belliskincare.com along with helpful educational articles that teach women about the skin care concerns of pregnancy, motherhood and infancy.

ABOUT ADVANCED BIO-TECHNOLOGIES, INC.

Advanced Bio-Technologies, Inc. is a dermatological products company focused on scar treatment and prevention. The Company's flagship product is Kelo-cote® Gel and Kelo-cote Spray, patented, self-drying, silicone-based topical medical products that dry within five minutes to form an invisible protective silicone sheet over the applied area. Kelo-cote's protective barrier is flexible, odorless, waterproof, transparent, and breathable. Sun block and cosmetics can be applied after Keloc-cote has dried. Kelo-cote softens and flattens raised scars and reduces redness and itching. ABT recently relocated its corporate headquarters from Clearwater, FL to the Suwanee, GA in the northeast Atlanta area.

ABOUT HEALTHEDGE

HealthEdge Investment Partners, LLC is an operating-oriented private equity firm founded in 2005 that focuses exclusively on the healthcare industry. HealthEdge seeks to achieve superior returns by investing in businesses that benefit from the knowledge, experience and network of relationships of its partners. HealthEdge's partners have more than 100 years of combined operating experience in healthcare as CEOs and investors. For more information on HealthEdge, visit www.healthedgepartners.com.

If you would like to speak with Annette or Dr. Jason Rubin or to request Belli product samples and images, please contact Christina Halper/Christina@kmrpr.com and Jacqueline Agosta/Jacqueline@kmrpr.com at (212)213-6444.

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