



## **ADVANSOURCE BIOMATERIALS ANNOUNCES REGIONAL SALES EXPANSION**

**Wilmington, MA. January 7, 2010...** AdvanSource Biomaterials Corporation (NYSE Amex: ASB), a leading developer of advanced polymer materials for a broad range of medical devices, today announced its commercial expansion through the addition of Debbie Hauser as its independent western regional sales engineer. The engagement of Ms. Hauser to represent the Company's expanding portfolio of polymer products is in response to the growing customer base and is an integral part of the Company's business strategy to promote its biomaterials products and technologies to developers and manufacturers of medical devices.

Debbie Hauser, principal and founder of Best Impressions, will be responsible for the representation of the Company's products within the Company's western regional territory. Ms. Hauser is recognized throughout the plastics industry for having a strong track record in developing new business. Over the last 20 years, she has been introducing unique and highly engineered products and services to medical device companies in the western region of North America; and has developed an extensive network among large and start-up medical device companies.

Ms. Hauser holds an M.S. in Engineering Management from the University of Pittsburgh, and an M.S. and B.S. in Plastics Engineering from the University of Massachusetts-Lowell. Ms. Hauser has expertise in introducing new biomaterials created to meet the engineering requirements of medical device companies and has been published in several plastics trade journals on technical and marketing subject matter.

Khristine Carroll, AdvanSource's Vice President of Sales and Marketing, stated, "We are very encouraged with the continued progress of our commercial efforts as we execute on our business plan, and to the response we have received towards this end from the device community. As our innovative biomaterials technologies, capabilities and products continue to gain market recognition and acceptance we are pleased to be able to have Ms. Hauser on board to assist and promote our expanding product portfolio. Debbie is highly regarded in the plastics and medical device industry and brings a wealth of experience that should ensure success in our expanding western regional territory. We look forward to her contributions and to adding additional sales representatives, both domestically and internationally, as we continue to grow our market share and penetrate new markets."

### **About AdvanSource Biomaterials Corporation**

AdvanSource Biomaterials Corporation manufactures advanced polymer materials which provide critical characteristics in the design and development of medical devices. The Company's biomaterials are used in devices that are designed for treating a broad range of anatomical sites and disease states. AdvanSource's business model leverages its proprietary materials science technology and manufacturing expertise in order to expand its product sales and royalty and license fee income. More information about AdvanSource is available at its website: [www.advbiomaterials.com](http://www.advbiomaterials.com).



### **Forward-Looking Statements**

AdvanSource believes that this press release contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are based on management's current expectations and are subject to risks and uncertainties that could cause results to differ materially from the forward-looking statements. For further information on such risks and uncertainties, you are encouraged to review AdvanSource's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the fiscal year ended March 31, 2009 and its Quarterly Reports on Form 10-Q for the quarters ended June 30, 2009 and September 30, 2009. AdvanSource assumes no obligation to update any forward-looking statements as a result of new information or future events or developments, except as required by law.

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