

The University of Wisconsin Health Organ Procurement Organization (UW OPO) and BloodCenter of Wisconsin's (BCW) tissue bank, the Wisconsin Tissue Bank (WTB) are very pleased to announce a new collaborative relationship that expands our shared commitment to providing high quality and compassionate organ and tissue services.

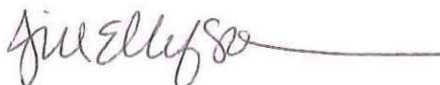
As of December 1, 2011, UW OPO and WTB will work together to provide tissue procurement services in many hospitals in Western Wisconsin, hospitals that were formerly served by the Musculoskeletal Transplant Foundation (MTF). BCW will provide the tissue procurement and family communication services, while UW OPO will provide the hospital development and community development services for this new collaboration. UW OPO and BCW will remain separate entities, and MTF will continue to provide tissue to Wisconsin Hospitals, on a priority basis, for local patients in need of reconstructive surgery.

This collaboration will have important benefits for donors, donor families, patients in need of tissue transplants, transplant clinicians, and local hospitals in many ways:

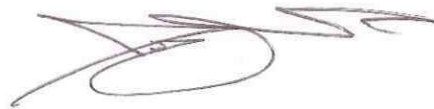
- Our expanded tissue services will provide greater and more experienced resources for donor families and donor hospitals in our Wisconsin service area
- The collaboration between BCW and UW OPO brings together two well-established, community-based, academic recovery organizations committed to quality and innovation to advance the health of patients
- Wisconsin patients will benefit from greater availability of scarce transplantable tissue
- The community as a whole will benefit from the advancement of transplantation medicine and expanded awareness of the crucial role that donation plays in lives of many community members

If you have questions, please contact Jill Ellefson, Executive Director, UW OPO (608-262-3248 or jellefson@uwhealth.org), or Jay Campbell, Vice President of BloodCenter of Wisconsin's Organ and Tissue Donor Services (414-937-6960 or Jay.Campbell@bcw.edu).

Sincerely,



Jill Ellefson
Executive Director
UW Organ Procurement Organization



Jay Campbell
VP Organ and Tissue Donor Services
BloodCenter of Wisconsin