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**INTRODUCING LATERBABY.ORG: A NEW EDUCATIONAL WEB SITE
FOR YOUNG WOMEN WHO WANT CHILDREN IN THE FUTURE**

Extend Fertility presents www.laterbaby.org, featuring expert insight, information, fertility IQ test, community and advocacy for women who are proactive about family planning

Need for information made clear in early LaterBaby Quiz results – nearly three-quarters of respondents scored 64 percent or lower

BOSTON, MA, November 3, 2005 – Knowledge is power, and LaterBaby.org (www.laterbaby.org) is arming women with the information necessary to navigate the often overwhelming choices surrounding family planning and career. The majority of fertility-focused Websites offer information on birth control, trying to conceive, or infertility issues. This new, comprehensive site is designed to educate women on a variety of factors which impact future fertility and reproductive health. The site is sponsored by Extend Fertility™, a leading provider of fertility preservation services for women.

“LaterBaby.org is the brainchild of a group of young women who believe that a healthy reproductive life is important to *all* women, not just those actively pursuing a family,” said Christy Jones, founder and CEO of Extend Fertility. “This site is designed for the women in the ‘middle majority’ – women who may not be ready to conceive at this time, but who want to understand the factors that contribute to their reproductive health and future fertility. We hope that the site will become a powerful source of information and support to women thinking about their future family plans.”

Over the past few years, doctors and scientists have learned a great deal about female fertility and reproductive health. The result is a dizzying amount of information for women to digest – some accurate, some confusing and some disheartening. LaterBaby.org offers access to information about the reality of the biological clock and quick references on a number of factors that can impact a woman’s future fertility, presented in informal and easy-to-understand language. Visitors to the site can test their Fertility IQ, browse for information by topic (risk factors, family history, health history) and register to receive updates on the latest female fertility news.

“A surprising number of smart women are unaware or misguided when it comes to the facts surrounding their own fertility and reproductive health,” said Susan Treiser, M.D., Ph.D, medical advisor, Extend Fertility, and founder and co-director, IVF New Jersey.

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LaterBaby.org Launch/ADD ONE

“Since many women spend a number of years trying *not* to get pregnant, they assume that when they are ready to start a family, there will be no difficulty as long as they are healthy and under the age of 45,” continued Dr. Treiser. “This is not always the case. There are additional factors that contribute to a healthy fertile life and steps that women should consider well before they are ready to conceive. This site provides

excellent information for women to educate themselves and serve as a starting point for conversations with health-care providers and other family members.”

In addition to the information on the “biological clock,” LaterBaby.org offers features designed to create a community of women who care about their future fertility. Women can read and share stories about their family planning and work/life balance choices and experiences. Leading fertility experts will offer background and perspective on the latest fertility and reproductive health news through blogs and online chats. The site also features links to organizations focusing on reproductive health issues, offering additional information.

For more information, visit www.laterbaby.org.

ABOUT EXTEND FERTILITY

Extend Fertility is dedicated to providing women with a safe and effective fertility preservation solution. The company brings together industry-leading science, medical care, storage facilities, and outstanding educational resources and client services. The team is comprised of world-renowned doctors, scientists, and business leaders committed to providing access to the science and unparalleled service that gives women the option to effectively slow down the biological clock. By developing and focusing solely on medical solutions for fertility preservation, Extend Fertility can provide proactive women with more reproductive options than ever before.

For more information, visit www.extendfertility.com.

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