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NEW STUDIES HIGHLIGHT NEED FOR MORE EDUCATION ON WOMEN'S FERTILITY

**Many women seeking the emerging service of egg freezing
are not learning about their options soon enough**

BOSTON, Feb. 28, 2007 – With an increasing population of women delaying motherhood past age 35, the number electing to freeze their eggs for fertility preservation is growing. However, three recent studies illustrate that most women are still under informed about their fertility and reproductive health options.

Study #1

In the first-ever motivational assessment of women choosing to freeze their eggs¹, it was discovered that, for the majority surveyed, the pivotal event leading to the decision was becoming aware that egg freezing technology existed. The study found that, “had they heard that such a technology existed when younger, most stated that they would have made use of it.” These same women were highly educated – with 75% having received their Master’s or comparable professional degree – and most commonly self identified as being “intelligent” and “extroverted.”

The study also revealed that women are freezing eggs in order to keep their options open for as long as possible, with 60% doing so to take advantage of all reproductive opportunities, 50% to take pressure off their biological clock and 15% doing so as an “insurance policy,” though, interestingly, they doubt they will ever use their eggs. The study concludes that the average age of egg freezing patients “may indeed drop as the news of this technology and accurate information about female fertility spreads.”

Study #2

Educating women at an earlier age is critical in light of a second study² which also evaluated women seeking egg freezing. This study highlights the unfortunate news that a “significant proportion of women seeking oocyte cryopreservation (egg freezing) already bear diagnosis of

diminished ovarian reserve” at the time of initial presentation. The average age of the women studied was 37.8. The study concludes with the recommendation that “awareness of (the) emerging technology be promoted (to) women” earlier, during their age range of peak reproductive potential.

Dr. Alan Copperman, Director of Reproductive Endocrinology at Mount Sinai Medical Center in New York and co-author of both studies, explains, “a woman’s fertility peaks in her twenties and begins to decline around age 30. The ideal time to freeze eggs is before age 35, when the average woman’s egg quality begins to more significantly deteriorate.”

Study #3

Finally, a recent survey conducted by female fertility educational resource www.laterbaby.org further illustrates the pervasive lack of education on women’s reproductive health. The survey, which asked 6,000 women to test their own fertility IQ, yielded mostly failing grades for participants, with an average score of 58%.

Leading the charge for increased fertility awareness is Extend Fertility™, the first and only company to offer women a comprehensive, nationwide service for freezing and banking eggs. Since launching in 2004, Extend Fertility and its affiliated clinics have gained significant clinical experience with egg freezing patients and have published exceptional egg survival rates of over 80%. Additionally, in the past year, 7 babies have been born from frozen eggs at Extend clinics, building upon the already 70 deliveries in Italy that have resulted from the same proprietary and patented protocol.

“Egg freezing has the potential to be as powerful as the birth control pill in giving women more control over their reproductive health – but it is critical that women become more informed about the biological clock and consider this option at a younger age,” says Extend Fertility CEO Christy Jones.

For more information on the Extend Fertility service, please visit www.extendfertility.com or call (800) 841-7197. For more information on female reproductive health, visit www.laterbaby.org.

Sources:

1. **“A Motivational Assessment of Women Undergoing Elective Egg Freezing for Fertility Preservation”** E. Gold, K. Copperman, G. Witkin, C. Jones, A. Copperman, Extend Fertility & Reproductive Medicine Associates of New York
2. **“Preliminary experience of an oocyte cryopreservation program: Are patients presenting too late?”** Dr. Klein, M. Howard, Dr. Grunfeld, Dr. Mukherjee, Dr. Sandler, Dr. Copperman, Reproductive Medicine Associates of New York

ABOUT EXTEND FERTILITY

Extend Fertility is dedicated to enriching women's lives through revolutionary science and unparalleled service that gives women the option to effectively slow down the biological clock. The company brings together industry-leading science, medical care and storage facilities. By combining these critical elements with our outstanding educational resources and client services, Extend Fertility offers women the leading fertility preservation experience available today. For more information, visit www.extendfertility.com.