

FOR IMMEDIATE RELEASE:

Media Contact: Christopher Prinzel
USF CONNECT Specialist
(813) 974-1082
cprinzel@usf.edu

By Christopher Prinzel
USF CONNECT

Tampa Bay Medical Device Startup Signs Deal with Kroger
KeriCure Inc.'s products expand throughout the southeast

TAMPA, Fla. (July 3, 2013) –KeriCure Inc., a startup medical device company specializing in wound care treatment products received its first purchase order from a major commercial retailer on June 18th. Kroger's Atlanta Division ordered a large floor display unit of KeriCure Skin Protectant products for its over 200 stores located throughout the southeast, including Tennessee, Georgia, Alabama and South Carolina.

"This marks a major milestone for KeriCure as we continue to grow and launch our wound care product lines," stated Kerriann Greenhalgh, founder and CEO of KeriCure. "We are confident in the product's ability to provide superior protection against germs and give users the comfort and convenience they need to stay safe during these active summer months."

Founded in 2011, this woman-owned small business utilizes technology developed in the chemistry department of the University of South Florida (USF). KeriCure's HyrdoShield™ is a proprietary water-based polymer technology that provides a sting free, preservative free, waterproof liquid bandage that blocks bacteria and fungi from invading minor cuts, scrapes and burns.

KeriCure's Natural Seal product line can be found locally in Tampa at Rollin Oats and Abby's natural food stores. The company will also be debuting Natural Seal in the fifteen Chamberlains Natural Foods located in the greater Orlando area and throughout the Midwest this summer.

##

USF CONNECT focuses on the needs of Tampa Bay's technology and bio/life sciences entrepreneurs throughout the business life cycle, providing the facilities, partners and resources for successful business development. USF CONNECT offers access to technologies, workforce programs, technology commercialization, critical research equipment, and incubator facilities, adding value and delivering targeted, high level expertise to its member businesses.

The Tampa Bay Technology Incubator (TBTI) is one vehicle through which USF CONNECT grows successful companies. TBTI supports technology research as a catalyst for economic development and advocates the creation and development of facilities for high-technology companies and related support functions.

The University of South Florida is a high-impact, global research university dedicated to student success. USF ranks 50th in the nation for federal expenditures in research and total expenditures in research among all U.S. universities, public or private, according to the National Science Foundation. Serving more than 47,000 students, the USF System has an annual budget of \$1.5 billion and an annual economic impact of \$3.7 billion. USF is a member of the American Athletic Conference.

###