

INTUISKIN LAUNCHES ITS USA OPERATIONS

The Skin Technology Specialist initiates its North-American deployment for its IOMA Concepts and appoints Erika Mangrum as Managing Director of its USA Business Development

Grenoble, France and Durham, North Carolina, February 3, 2009 – MEMSCAP (NYSE Euronext: MEMS), the leading provider of innovative solutions based on MEMS (micro-electro-mechanical systems) technology, today announces that its subsidiary IntuiSkin, the specialist of innovative solutions dedicated to scientific analysis of the skin and its specific care, takes another wide step in its worldwide deployment with the launch of the North-American operations for its IOMA Concepts and the consecutive appointment of Erika Mangrum as Managing Director of its USA business development.

The IOMA Concepts formed by IOMA Derm and IOMA Esthetics and associated products range, are innovative, technology based and already well distributed concepts, based on a powerful and wide set-up network of aesthetics surgeons, dermatologists, as well as beauty specialists, MedSpas and Spas. Well established in Europe and Australia, both Concepts can already be found at major key opinion dermatologists as well as in selected MedSpas and Spas in Washington DC, Florida and North Carolina.

Chosen for her expertise in the beauty and health sector, her entrepreneurial background as well as her dedication to providing top-tier service and product quality for all customers, the appointment of Erika Mangrum is a major move in quickening IntuiSkin US deployment. She will be reporting directly to Jean Michel Karam, Chief Executive Officer of IntuiSkin.

“I am glad to be a part of a launch of a concept that revolutionizes the skin care world and to be able to help deliver it to the U.S. marketplace”, states Erika Mangrum.

President & CEO of Iatria Spa and Health Center, Raleigh, NC, then CEO of Aesthetic and Medical Practices prior to joining IntuiSkin, Erika has 20 years of experience in business growth within the service and distribution businesses, including executive roles at Bowe, Bell and Howell and Sprint communications. Erika has many recognitions for business performance at the local, regional, and national levels among which the 2007 Inc 5000 Company for fastest-growing private companies in the U.S., the Top 20 Day Spas in America, Launchpad Magazine 2005, the Top Medical Spa Chain in the Country, Day Spa Magazine 2006 and Distinguished Day Spa Award (Awarded to One Spa Annually) Day Spa Association 2007, Business Owner of the Year Award, Women in Business Award and Woman Extraordinaire Award. Finally, Erika is a Faculty member at University of California-Irvine (Spa and Hospitality Management Program), member of the Editorial Advisory Board of Day Spa Magazine and chair of multiple conferences.

“In 2008, IntuiSkin developed and successfully launched its IOMA Concepts. As the high potential of those Concepts are now turning into reality, we needed a high caliber business development executive to lead our deployment in the USA, the world most active and biggest aesthetic market. This is why we recruited Erika Mangrum. Her experience and talents will be a key trigger for our expansion”, explains Jean Michel Karam.

Specialized in innovative systems, products and services dedicated to the Skin, and benefiting from the vast experience and specialized expertise of the MEMSCAP R&D Group, IntuiSkin today is recognized as a key player in the field of biometry, skin analysis, beauty and care. Its innovative solutions are protected by international patents, and cater for the needs of all markets dedicated to the skin care, from dermatologists to large consumer. IntuiSkin systems give professionals (dermatologists or cosmetic companies) the tools for a better efficiency, as well as for the recommendation of products that are best suited for each skin type and lead to the satisfaction of the patient/customer.

About IntuiSkin

IntuiSkin is a fully owned subsidiary of the MEMSCAP Group. It is the provider of innovative Skin dedicated systems, products and services for a wide variety of applications and fields. Leveraging on the Group expertise, experience, vast patent portfolio, and years of research dedicated by its teams, as well as on the validation of its Products by the Scientific and cosmetic most renowned names, it has developed and created a unique technology that puts Science at the service of your Skin. IntuiSkin provides each skin with tomorrow's products, in order to cater for its specific needs. More information on the company's products and services can be obtained at <http://www.intuiskin.com>. For more information, please contact:

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