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**PRESS RELEASE**

## **AroCell launches new website**

**Today AroCell is launching its new website. The goal with the new website is to facilitate for our customers, business partner, and investors to find relevant information about AroCell.**

The website (arocell.com) informs about precision monitoring in cancer care and the potential clinical utility of measuring the concentration of TK1 during cancer treatment. Thymidine kinase 1 (TK1) is a potential biomarker during cancer treatment. The determination of the TK1 concentration in serum is simple using AroCell TK 210 ELISA, by using a blood sample from the patient, making timely decisions possible during treatment of cancer patients.

“Communicating with our customers, business partners, shareholders and investors is important for AroCell and our web is our major channel for this communication. I’m very pleased how the new website facilitates for our stakeholders to find relevant information about AroCell, our way forward and our product TK210 ELISA” says Michael Brobjer, CEO of AroCell.

The new website is designed with user-friendly navigation in mind, helping stakeholders to easy navigate through the site and find relevant information. The web has also got a face lift and a new fresh look.

### **For more information:**

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*This information was submitted for publication through the agency of Michael Brobjer, February 1, 2019 at 13:30 hours.*

### **About AroCell**

AroCell AB (AROC) is a Swedish company that develops standardized modern blood tests to support the prognosis and follow up of cancer patients. AroCell's new technology is based on patented methods to measure Thymidine Kinase 1 (TK1) protein levels in a blood sample. The TK 210™ ELISA test provides valuable information mainly about the condition of cancer patients. This may help clinicians to optimize treatment strategies and estimate the risk of recurrence of tumor disease during the monitoring of the disease. AroCell (AROC) is listed at Nasdaq First North with Redeye AB as Certified Adviser: Certifiedadviser@redeye.se, +46 (0)8 121 576 90. For more information; [www.arocell.com](http://www.arocell.com)