



News Release

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Derma Sciences Expands Direct Sales Force for Advanced Wound Care, Looks to Double Again in 2008

PRINCETON, NJ – (January 18, 2008) . . . Derma Sciences Inc (EBB:DSCI), a provider of advanced wound care products, said that it has increased its direct-sales staff significantly, based on a number of new products that are finding favor in target markets. The company, which had only two direct salespersons in the US a year ago, now has nine, and will move to 21 by 2009. The increase is a significant one for Derma Sciences, which has been growing sales at an accelerating rate, and which has introduced several new products over the last couple of years. Most recently, the company launched MEDIHONEY™ Calcium Alginate with Active *Leptospermum* Honey. This product, along with several line extensions to be launched in 2008, is covered under several patents.

Chairman and CEO Ed Quilty commented, “MEDIHONEY has made quite a stir since we introduced it a few months back, and we are looking forward to it as a strong lead product for the sales force. Expanding our sales force allows us to maximize the opportunity, and also broadens the coverage of our entire product line of advanced wound-care products. We will be detailing wound-care centers, nursing homes, hospitals and medical specialists.

“We are not a giant corporation, but we believe strongly in our products, and we know that they improve quality of life for patients, and make better patient care possible for caregivers,” Quilty added. “At this time next year, we will be covering all of the United States and Canada with our own sales force. It is a very exciting time for Derma Sciences.”

Quilty said that with its own world-class manufacturing in China and Canada, Derma Sciences is poised to become a significant niche supplier to the advanced wound-care market, particularly targeting wounds that are difficult to heal, such as pressure ulcers (bedsores), venous ulcers and diabetic leg ulcers, conditions that are becoming more common as the baby boom generation ages.

The company intends to hire during the remainder of 2008 12 additional salespersons and 3 wound-care certified nurses who specialize in in-service training, according to Bob Cole, Senior VP of Sales. “This broader coverage will help meet current and anticipated demand for the company’s advanced wound-care products; if all goes well, the expansion could continue in 2009, especially as our R&D has been filling our product pipeline with additional cutting-edge products.”

MEDIHONEY is the first honey-based product marketed in the US for advanced wound care, although similar products have been marketed in the UK and Europe for some time. It is comprised primarily of active *Leptospermum* honey, which is noted for its effects on wound healing and burn management. Derma Sciences also supplies products such as the antimicrobial silver-based ALGICELL™ Ag and a variety of additional proprietary wound-healing products.

About Derma Sciences

Derma Sciences is a manufacturer and marketer of advanced wound-care products, with operations based in the US and Canada, and sales worldwide. The company sources Active Manuka (*Leptospermum scoparium*) Honey from Comvita New Zealand, Ltd. Comvita controls over 70% of the flow of manuka honey, and owns several patents around the use of honey in wound dressings. The Company has also obtained FDA clearance to market and sell its MOBILITY-1™ boot and compressor device for the treatment of venous ulcers, lymphedema, and other conditions that require compression therapy. For more information about Derma Sciences, Inc., visit its home page on the Internet at <http://www.dermasciences.com>.

Forward-looking Statements

Statements contained in this release that are not statements of historical fact may be deemed to be forward-looking statements. Without limiting the generality of the foregoing, words such as “may,” “will,” “expect,” “believe,” “anticipate,” “intend,” “could,” “estimate” or “continue” are intended to identify forward-looking statements. Readers are cautioned, that certain important factors may affect the Company’s actual results and could cause such results to differ materially from any forward-looking statements which may be made in this release or which are otherwise made by or on behalf of the Company. Factors which may affect the Company’s results include, but are not limited to, product demand, market acceptance, impact of competitive products and prices, product development, completion of an acquisition, commercialization or technological difficulties, the success or failure of negotiations and trade, legal, social and economic risks. Additional factors that could cause or contribute to differences between the Company’s actual results and forward-looking statements include but are not limited to, those discussed in the Company’s filings with the Securities and Exchange Commission.

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