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FOR IMMEDIATE RELEASE:

**New Scientific and Medical Directors At The American Fertility Association
Advance Organization's Enhanced Mission**

January 15, 2007, New York, NY – The American Fertility Association (The AFA), one of the nation's leading fertility, reproductive health and patient advocacy organizations, today announced changes to its Board of Directors to reflect its expanding mission encompassing all aspects of reproductive health.

The AFA is honored to welcome Dr. William B. Schoolcraft, Founder and Medical Director of the Colorado Center for Reproductive Medicine as its Medical Director and Dr. Jamie Grifo, Director of the Division of Reproductive Endocrinology at NYU Medical Center as its Scientific Director.

Also named to the Board of Directors is Dr. Richard J. Paulson, the Director of USC Fertility and Professor of Obstetrics and Gynecology, and Chief of the Division of Reproductive Endocrinology and Infertility at the University of Southern California Keck School of Medicine. www.uscivf.org/abo_03_e.shtml

Dr. Paulson is the co-author (with Judith Sachs) of "Rewinding Your Biological Clock: Motherhood Late in Life."

"The appointment of these three innovators in the science and medicine of reproductive health and fertility reflect The AFA's commitment to its membership to provide a comprehensive approach to reproductive and sexual health," said Pamela Madsen, Executive Director of The AFA. "These moves help propel The AFA's mission to educate the public about the links between safe sexual

practices – including contraception – and fertility preservation, as well as preconception health care, conception and reproductive difficulties to support true choice around family building.”

Dr. Schoolcraft, one the pioneers in single embryo transfer, said, “I am looking forward to working with The AFA to support their understanding of reproductive health and fertility as a lifelong experience.”

www.colocrm.com/wschoocraft.htm

Dr. Grifo, in the vanguard in Pre-Implantation Genetic Diagnosis, added, “I’m especially excited about working with The AFA in all areas of fertility preservation, from teaching our youth about the importance of safer sex practices to egg freezing, an increasingly important and successful option for women.”

www.med.nyu.edu/people/grifoj01.html

“As a long-time supporter of this organization’s forward-thinking approach to fertility education, I am proud to have the opportunity for greater involvement in service to the The AFA’s always growing community,” said Dr. Paulson, renowned for his groundbreaking work in ovum donation.

“We also thank Dr. Owen Davis and Dr. Richard Scott for their years of service and leadership on the board, as Medical and Scientific Directors,” Ms. Madsen added.

For additional information, contact Ms. Pamela Madsen, Executive Director, or visit www.TheAFA.org.

THE AMERICAN FERTILITY ASSOCIATION (The AFA) is a national, non-profit organization serving the entire country through its national office in New York City. The AFA is America’s leading family building resource. We provide men and women, health care professionals, public officials and the media, both nationally and internationally, with information about fertility options, reproductive health and sexuality, adoption and parenting. Visit www.TheAFA.org or call 888-917-3777 for more information and support.

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