

First-Ever Egg Donor Web Portal Becomes One of The Largest Resources for Aspiring Parents in the U.S.

Newly Launched Donor Network Alliance Achieves Company & Industry Milestone of 1000 + Egg Donors

June 24, 2009 (Chicago, IL) – Through a unique and effective collaboration of egg donor agencies through out the United States, The Donor Network Alliance (DNA) - the industry's first ever web-based collective of egg donors - has quickly become one of the largest egg donation resources in the country with more than one thousand diverse and multi-cultural egg donor candidates.

Launched just over three months ago and already generating widespread industry recognition, the DNA website is a robust portal of potential egg donors listed with agencies throughout the entire U.S. In order to find the perfect donor, the comprehensive yet easy-to-use database enables intended parents to search specific donor parameters such as ethnicity, education, phenotype and more. The system then automatically generates an email that is sent directly to the registered donor agency of the individual donors.

Populating rapidly with egg donor candidates across the county, the simple functionality of the DNA website not only streamlines the process, it also saves aspiring parents a considerable amount of time and money during an already difficult and emotional fertility journey. For participating agencies, it provides an increase in exposure and expanded opportunities for their donors and intended parents.

Robin von Halle, DNA Co-Founder explains that the goal was to build a program to give intended parents more control over their egg donor search process, as well as create a positive unification that did not previously exist within the industry. "We are delighted to bring together some of the most credible and esteemed agencies across the country, while better serving the needs of the infertility community. We have close to 2,000 additional donor candidates to add to the website and it's our goal to reach 8,000 by the end of the year," she adds.

DNA began with three competing egg donor agencies in Chicago (Alternative Reproductive Resources (ARR), The Center for Egg Options Illinois (CEO) and ConceiveAbilities), and now collaborates with agencies from California, Massachusetts, Texas, Washington DC, Florida, Colorado, Arizona, Minnesota, Georgia and more. The website will soon be launching internationally, in order to provide family building options to many international fertility patients often restricted by limited resources or reproductive laws in their own country.

Robin von Halle will be attending the 25th Annual Meeting of the European Society of Human Reproduction and Embryology in Amsterdam, The Netherlands from June 28 - July 1 and will be available to discuss this program and third party reproductive options in the U.S and abroad.

For more information on The Donor Network Alliance (DNA) visit www.donornetworkalliance.com or contact Haylie Marchant at 773.366.9185 or Haylie@catalystcommunications.us

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