



IOMA BROADENS ITS EUROPEAN NETWORK

The Skin Technology Specialist launches its distribution network in Benelux

Grenoble, France and Durham, North Carolina, January 12, 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, broadens its European offering with the launch of its distribution network in Benelux, represented by Phoenix Manufacturing and Trading S.A.

Already well established in France and Greece, the IOMA Esthetics Concept glowing with the H.Pierantoni 2008 innovation award, crosses another milestone of its dazzling progression with this Belgium deployment.

Phoenix, which has been given exclusivity for the IOMA Esthetics Concept in Benelux, will be the second deployment base in Europe. Benelux is thus added to an already powerful and wide set-up network of the IOMA Esthetics Concept, which success is evidenced everyday.

Created in 2003, Phoenix is specialized in upscale products in the fields of cosmetic and 'haute couture'. Based in Luxembourg, Phoenix represents prestigious players by bringing them a targeted distribution as well as a sales and marketing support.

The IOMA Esthetics Concept that will be distributed in the best beauty centers and parlours, is already available in 3 beauty institutes in Belgium.

Specialised 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. For more information, <http://www.intuiskin.com>.

About Phoenix

Created in 2003, Phoenix is specialized in upscale products in the fields of cosmetic and 'haute couture'. Based in Luxembourg, and present all over Benelux, Phoenix and its Group companies are already active in the field of cosmetics with Smashbox and DuWop, two innovative brands from Los Angeles. An experienced and dedicated team is in charge of the business deployment of IOMA Esthetics and its training sessions in beauty centers, parlours and SPAs.



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