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NEWS RELEASE

PHILADELPHIA
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McDay LLC has completed the total redesign of InVivo Therapeutics' website.

In July of 2008, McDay was approached by Frank Reynolds, the CEO of InVivo, and asked to handle the complete overhaul of their original website. The company's website serves as a vehicle to introduce the firm to interested investors. Organization was key in the redesign of the site.

"Mr. Reynolds chose McDay for this job because of our dedication to organization and our understanding of information hierarchy," Natalie McLaughlin, president of McDay, said upon the site's completion.

About InVivo Therapeutics

InVivo Therapeutics is dedicated to finding solutions through research and strategies to treat and improve the quality of life for those living with Spinal Cord Injuries.

In Vivo Therapeutics' platform technologies provide a novel approach to the treatment of spinal cord injuries (SCI). Of all organizations whose primary focus is spinal cord repair, InVivo has an unmatched development portfolio that will continue to expand in the next few years.

About McDay

McDay serves regional and national business-to-business marketing clients, providing web development, public relations, advertising, Internet marketing, and email and direct mail programs for these companies. McDay is proceeding toward WBENC certification for women-owned businesses, one of the most widely recognized and respected certifications in the nation.

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