

**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

The Center for Advanced Reproductive Services  
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**Center for Advanced Reproductive Services Building World Class  
Fertility Center in Farmington**

[Farmington, CT...September 15, 2014] – The Center for Advanced Reproductive Services will be opening a new, state-of-the-art fertility center in Farmington. Construction is well underway and the opening is planned for January 2015. Designed for patient comfort and convenience, the new location is conveniently located off I-84, Rt. 9 and Farmington Avenue at 2 Batterson Park Road, Farmington. It holds 20,000 square feet on two floors and offers free parking for almost 100 cars.

“Moving into our own building has allowed us to endow our facility with the maximum in comfort and convenience for our patients, plus the absolute latest in technology and science,” stated John Nulsen, M.D., Medical Director. “Everything in the building has been carefully designed based upon a beneficial impact on developing embryos and maximizing pregnancy rates. All of our physicians and staff are very excited for the move.”

The Center’s highly advanced IVF laboratory was custom designed by its team of fertility experts and engineered by Alpha Environmental, Inc., a leader in environmental engineering for research and clinical labs. The project is being expertly led by Alpha CEO and founder Antonia Gilligan, a world renowned IVF lab expert with vast experience as a biologist, chemist, engineering manager and lab director.

The Center features the LifeAire system, a state-of-the-art patented air purification system to support the growth of the human embryo during In Vitro Fertilization (IVF). This innovative air purification and irradiation technology remediates all levels of airborne contaminants, inactivates biologicals and eliminates embryotoxic VOC’s (Volatile Organic Compounds).

Combined, all of the innovative design, engineering and environmental solutions featured in the new location will assist the Center in achieving better embryo development, improved embryo implantation rates, and higher pregnancy rates by minimizing or eliminating the negative impact of toxic environmental factors along with an increased ability to maintain quality controls. “The Center is very excited to provide Connecticut fertility patients access to this level of world class expertise and technology,” stated Claudio Benadiva, M.D., the Center’s IVF Lab Director.

The Center will continue to be affiliated with the University of Connecticut School of Medicine, and will continue to run the fellowship program in Reproductive Medicine and Infertility at the University of Connecticut Health Center.

The Center for Advanced Reproductive Services has grown to be the largest and one of the most successful fertility centers in the state with nearly 1000 in vitro fertilization cycles completed in the last year. Started in 1984, the Center has grown to include over 75 full and part time staff members. The Center offers many advanced techniques to help patients achieve successful pregnancies, and has several office locations throughout the state of Connecticut, including Farmington, Hartford, and New London. For more information about The Center, please call (860) 679-4580 or visit the website at [uconnfertility.com](http://uconnfertility.com).

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