



For Immediate Release

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Ivivi Technologies Introduces the Next Generation of SofPulse – the Enhanced SofPulse

Lower Powered PEMF Device Has Lightweight, Ergonomic Applicators that Conform to the Body for Better Delivery in Clinical Settings.

Northvale, NJ - April, 2005 - Ivivi Technologies, a subsidiary of ADM Tronics (OTCBB-ADMT) announced today that it has launched the next generation of the SofPulse. The enhanced SofPulse is now available to healthcare facilities and professionals for use on chronic wounds, approved by Centers for Medicare and Medicaid (CMS) since 2004. There are two major improvements that the enhanced SofPulse brings to clinical use. The applicators are highly lightweight and ergonomic, conforming to the body for better delivery; and the enhanced SofPulse is built around a lower-power generator, virtually eliminating interference with other bedside medical equipment. The SofPulse is a U.S. Food and Drug Administration (FDA)-cleared, noninvasive pulsed electromagnetic therapy device that delivers therapy through bandages, dressings, casts and clothing, with virtually no labor or changes in current treatment protocols.

“Millions of dollars and years of research have produced the enhanced model of the SofPulse to the chronic wound market,” said David Saloff, President and CEO of Ivivi Technologies. “We have listened to health care providers who have inspired us to evolve the SofPulse to a model that is not only easier to use, but provides a more economical and elegant way of delivering the PEMF therapy.”

The enhanced SofPulse reduces pain and edema in soft tissue and the U.S. Centers for Medicare and Medicaid Services (CMS) issued a national coverage determination for PEMF therapy for chronic Stage III or Stage IV pressure ulcers, arterial ulcers, diabetic ulcers and venous stasis ulcers. Ivivi Technologies’ research and development facility in Silicon Valley has advanced the SofPulse PEMF technology from a 300 watt unit to a 10 watt unit. Ivivi Technologies’ Center for Excellence, at Montefiore University in NYC has confirmed that Ivivi Technologies’ proprietary signals require little power to generate a therapeutic effect. The applicator coil is implantable-grade silicon and is disposable on a per-patient basis. This conformable coil is available in different sizes ranging from six to ten inches in diameter to accommodate the size of the targeted area.

ADMT is a technology-based developer and manufacturer of a diversified line of products in three market segments - therapeutic non-invasive electronic medical devices, environmentally safe chemical products and topical dermatological products. .

Ivivi Technologies, Inc. an innovative leader in biofield medicine, develops and manufactures FDA-cleared, non-invasive electrotherapy devices for diverse markets. Ivivi Technologies was founded to lead state-of-the-art developments in the emerging field of electro-therapeutic devices. For more information visit <http://www.ivivitechnologies.com/>. Press contact: Constance St. John at 415-454-2243.

Statements in this release that are not historical facts are forward-looking statements, as defined in the Private Litigation Reform Act of 1995. Such statements are subject to risks and uncertainties (detailed in the Company's filings with the SEC) that could cause actual results to differ materially from estimated results. This is not an offer to sell securities.

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