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BioMedix Wins Frost & Sullivan 2005 Product Leadership of the Year Award
PADnet Lab™ detects peripheral arterial disease and helps save lives

TWIN CITIES, MN - March 16, 2005 - At its Excellence in Medical Devices and Healthcare Awards event held in San Francisco, CA today, Frost & Sullivan awarded the 2005 Product Leadership Award of the Year to BioMedix for its innovative product PADnet Lab™. This prestigious award recognizes not only the PADnet Lab™ system but also BioMedix for developing a new technology that is part of a well-designed product family. The award also recognizes the company's successful product development strategies, its ability to meet customer needs and its market acceptance.

Over 10 million Americans have peripheral arterial disease (PAD). Without proper treatment 30% of these people are likely to die in the next five years due to PAD-related heart attack or stroke. PAD is currently under-diagnosed and under-treated because there has not been a testing device that is easy-to-use and reimbursable. The PADnet Lab™ detects blockages in arteries and the quality of blood flow using pulse volume recording and oscillometric segmental blood pressure measurement. The device is lightweight (about six pounds) and portable and includes a laptop computer and color printer on a medical grade cart. The test can be performed in 20 minutes or less. Test results are transferred to vascular specialists via a HIPAA compliant website and diagnosis and treatment recommendations are returned to the test site within 24 hours.

"BioMedix's PADnet Lab overcomes many issues associated with the use of conventional tests detecting PAD, including the highly technician dependent use of Doppler, and use of the ankle-brachial index (ABI) exam as a standalone test, which for some patients with stiff, non-compliant arteries does not produce useful data. By incorporating the TBI (toe brachial) exam option, and plethysmography, the PADnet Lab provides clinically useful data" said Dr. Thomas Fogarty, a Medical Advisor to the company. PADnet Lab™ is reimbursed for approved physical signs and symptoms under existing Medicare code CPT 93923, which provides for payment of a professional and technical fee for performing and professional interpretation of the exam. "We are grateful for the recognition this award brings" said John Romans, BioMedix President and CEO who accepted the award. "But what is most gratifying is our ability to make a difference in the lives of so many patients who can receive the care they need when they need it". Romans also mentioned the firms' principal medical advisors Dr. Thomas Fogarty, and Dr. John Martin as being instrumental in the firm's product development efforts.

About Frost & Sullivan

Frost & Sullivan is a global growth consulting company founded in 1961. With a client list that includes Global 1000 companies, emerging companies as well as the investment community, and coverage of a wide range of industries including Healthcare, and Information & Communication Technologies, Frost & Sullivan has evolved into one of the premier growth consulting companies in the world. For more information log on to www.frost.com.

About the Frost & Sullivan Product Leadership of the Year Award:

Award Description:

Frost & Sullivan's Product Leadership of the Year Award is bestowed on the company that has best demonstrated a superior ability to develop and/or advance innovative products versus products from competing vendors. This Award recognizes the company's successful adoption or invention of new technology that has become a part of a well-designed product family. This award also recognizes the company's successful product development strategies and the degree the product has met customer stated needs and requirements. Such innovation is expected to significantly contribute to the industry in terms of market acceptance.

Research Methodology:

To choose Award recipients, Frost & Sullivan's analyst team tracks developments in a particular field of technology with a set of predetermined qualitative and quantitative measurements. The selection process includes primary participant interviews and/or interviews with end users, distributors and suppliers, as well as extensive primary and secondary research via a bottom-up approach. Companies' products are analyzed based on the degree of innovation, the estimated market penetration rate, and the acceptance of the product by intended end users. Industry participants are ranked, and the top performing company is chosen for the Award.

Measurement Criteria:

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

Significance of the product(s) in terms of enhancing a company's competitive position

Competitive advantage of the product(s) in the market

Response to end user needs

Product(s) quality

Degree the product(s) has contributed added-value to end users

Acceptance or potential market acceptance of the product(s)

About BioMedix

BioMedix is the fastest growing provider of equipment and services in the market for non invasive detection of peripheral vascular disease (PVD). Unique technology also links primary care physicians and vascular surgeons in the early detection of PAD through simple web-enabled vascular testing devices, software and services. Innovative vascular lab and surgery suite management software tools also enable vascular care system providers to meet clinical and economic objectives. For more information, logon to www.biomedix.com.

For More Information About Peripheral Arterial Disease

Society of Interventional Radiology

<http://www.sirweb.org/patPub/vascularOverview.shtml>

Vascular Disease Foundation

<http://www.vdf.org/>

The Cleveland Clinic

<http://www.clevelandclinicmeded.com/diseasemanagement/cardiology/pad/pad1.htm>

American Academy of Family Physicians

<http://www.aafp.org/afp/20040201/525.html>

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