

FOR IMMEDIATE RELEASE

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Mike Lobinsky To Head PADnet™ Division Sales
PADnet™ detects peripheral arterial disease and helps save limbs

TWIN CITIES, MN - January 15, 2006 - Today BioMedix announced that it has named a new sales leader for its rapidly growing PADnet™ Division. Mike Lobinsky, an experienced medical sales professional in Orthopedics, Neurosurgery, and Medical Imaging will head sales of the BioMedix PADnet Lab, and software products CustomLab™, a vascular lab management tool, and OTiS™, a vascular surgery productivity and outcomes tool.

Mr. Lobinsky was most recently a Regional Sales Manager with Stryker Corporation managing half of the United States. Stryker develops, manufactures, and markets orthopedic products and medical specialties worldwide. “I am truly excited to join BioMedix. It is great to be a part of a company with such a strong mission and great future potential.” said Mike Lobinsky.

Over 10 million Americans have peripheral arterial disease (PAD), a condition in which fatty deposits build up on the inner linings of arteries, restricting the flow of blood to muscles and organs, especially the kidneys, stomach, arms, legs and feet. The disease accounts for about half of all amputations among diabetics and is the major cause of amputation for nondiabetic patients. An early diagnosis of PAD improves the chances of saving limbs and the quality of life for patients suffering from this condition.

PAD is currently under-diagnosed and under-treated because there has not been a testing device that is easy-to-use and reimbursable. PADnet solves this problem. PADnet Lab is reimbursed for approved physical signs and symptoms by Medicare, which provides for payment of a professional and technical fee for administration and interpretation of the exam. “Mike is very talented and has built successful sales organizations. We are excited to have Mike join our team and help us grow our direct sales operations”, said John Romans, BioMedix President and CEO. “He is a proven sales leader who has broad experience in medical sales and a track record of bringing high quality healthcare products and services to market”, Romans, said.

About BioMedix, Inc.

BioMedix provides the only integrated suite of products, software and online services that make it possible to get reimbursed for Peripheral Vascular Disease diagnostic tests in both specialist and primary care practices. We merge clinical data and patient demographics to provide a more complete picture of vascular health. We help eliminate mistakes, build revenue and provide data for sound analysis. Founded in 1997 and headquartered in Minnesota’s Medical Alley, BioMedix was chosen for the 2005 Frost and Sullivan Product Leadership Award for its PADnet Lab and well-designed product family. In October, of 2005 BioMedix was also granted the American Podiatric Medical Association’s prestigious Seal of Approval for the PADnet Lab. The Seal program recognizes products that are beneficial to foot health. For more information, logon to www.biomedix.com.

For more information about peripheral arterial disease, visit:

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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