

FOR IMMEDIATE RELEASE:



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BioMedix™ Appoints David Lerner as Chief Technology Officer

Saint Paul, MN – September 13th, 2011 – BioMedix™ announces the appointment of David Lerner as Chief Technology Officer (CTO), where he will lead the company's vision and strategy in technological development. In this role, Mr. Lerner will work with the BioMedix™ development and IT teams to build upon the company's high standards for technological innovation.

David Lerner is an industry leader in the design of medical devices and software. As the VP of Engineering, and later CTO, at BioMedix™ from 1997 to 2002, Mr. Lerner's work was key in helping to develop the company's original product line, including the Portable Vascular Lab (PVL), which has evolved into one of the company's flagship products, PADnet™+. Mr. Lerner has held leadership positions at several successful medical technology organizations, has made significant contributions in product development, design, engineering, quality assurance and holds several patents for device design. Mr. Lerner has served as Vice President of Engineering and Technology for both Image Sensing Systems, Inc. and Telex Communications, Inc. During his tenure at those firms, he directed large teams of technical personnel at multiple domestic and international locations engaged in product development and R & D activities with a strong focus on innovation and on-time delivery.

"We are excited that David is returning to BioMedix™," said John Romans, BioMedix™ President and CEO, "With his extensive track record of accomplishment and experience in driving technical innovation, his leadership will be instrumental to supporting our ongoing mission of advancing technology-enabled collaborative care."

Mr. Lerner will utilize his expertise in devising and implementing solutions to business challenges in areas such as technology and innovation management, manufacturing and regulatory affairs as he reprises his role at BioMedix™. He holds a BS in Electronics Engineering from the State University of New York and an MS in Management from the University of Minnesota.

"As CTO at BioMedix™ I will be overseeing the development and enhancement of technology that connects caregivers across different stages of patient and disease treatment," said Mr. Lerner, "I look forward to continuing to streamline the way the healthcare community collaborates, ultimately improving the quality of care."

About BioMedix™

BioMedix™ is a leader in Health Information Technology (HIT) software, products and services that connect podiatric physicians, primary care physicians, vascular labs, vascular specialists and healthcare systems in a continuum of collaborative care. We provide the only integrated suite of hardware, software and online services designed to cost-effectively detect vascular disease. Our award-winning suite of medical devices, advanced practice management and Electronic Health Record (EHR) software and web-based solutions give providers a more complete view of patient care. For more information about BioMedix™ products, call 877-854-0014 or log on to www.BioMedix.com.

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The BioMedix logo is displayed in a bold, white, sans-serif font against a dark blue background. The word "BioMedix" is followed by a small trademark symbol (TM).

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