

FOR IMMEDIATE RELEASE:



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### **BioMedix™ Appoints Eric Bosler as VP, Finance & Chief Financial Officer**

Saint Paul, MN – October 25, 2011 – BioMedix™, a leader in Health Information Technology (HIT) software, products and services, announces the appointment of Eric Bosler as Vice President, Finance and Chief Financial Officer (CFO). Mr. Bosler will provide financial leadership for the company and serve as a key member of the executive management team.

“I am excited to join BioMedix™ at this stage of growth, and look forward to working with the executive team to continue to build the company as a leading provider of medical devices and Health Information Technology,” said Mr. Bosler.

Mr. Bosler brings over 18 years of medical device, financial management and operational experience to the BioMedix™ executive team. He has extensive leadership experience in both start-up and large organizations, as well as cross-functional and non-finance experience leading a program management office. He has held positions at respected companies such as Medtronic, Survivalink and Ernst & Young, while finding time to volunteer in the community. During his 13 years with Medtronic, Mr. Bosler served in a number of leadership positions, most recently as Senior Finance Director for US Commercial Operations within the Cardiovascular Business Unit, supporting over a billion dollars in revenue across multiple direct selling organizations. Mr. Bosler has a proven ability to identify and address key business opportunities, develop innovative solutions and effectively implement change.

“We are pleased to welcome Eric to BioMedix™,” said John Romans, BioMedix™ President and CEO, “With his outstanding history of achievement through business partnership and collaboration, he will be instrumental to supporting the continued evolution of our company.”

Mr. Bosler is a Certified Public Accountant (inactive license) and is co-inventor on two US Patents related to defibrillation waveforms. He holds a BA in Social Science from Colorado State University and a MBA with an Accounting specialization from the Daniels College of Business at the University of Denver.

#### **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](http://www.BioMedix.com).

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The BioMedix logo is displayed in a bold, white, sans-serif font against a blue background. The letters 'Bio' are in a lighter blue, while 'Medix' is in white. A small trademark symbol (TM) is located at the top right of the 'x'.

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