



**FOR IMMEDIATE RELEASE:**

## **LUMEDX and Mennen Medical® Announce Agreement for a Strategic Cooperation**

**Oakland, CA; Horsham, PA; Tel Aviv, Israel- March 11, 2009**

LUMEDX Corporation & Mennen Medical® announced today the signing of a strategic partnership agreement to provide a total, integrated cath lab data solution and seamless stream of hemodynamic cardiovascular patient data to their customers.

LUMEDX is a leading cardiovascular information system and PACS provider serving more than 500 hospitals worldwide. With a presence in over 50 countries worldwide, Mennen Medical is a leading provider of patient monitoring, hemodynamic monitoring systems and electrophysiology recording systems.

The agreement is part of both companies' desire to complement their individual product lines so that their mutual customers will enjoy a consolidated cath lab solution. Combining the cutting-edge CVIS and PACS software modalities of LUMEDX with Mennen Medical's full suite of hardware products for the cath lab, including its new state-of-the-art hemodynamic system - the Horizon XVu, its patient monitoring and its EP recording systems into one integrated system will provide a unique market solution.

This partnership will help heart centers to perform cath lab procedures, using an efficient and flexible workflow and continuous clinical patient data from the holding area, throughout the procedure room and into the recovery room.

Mennen Medical's new XVu System is embedded with an ultra modern interface and analysis system. Combined with user-friendly windows and an intuitive graphic interface, the system enables various layouts to suit both cardiac and peripheral angiography procedures, including the most advanced pediatric package that is available in the market.

Mennen Medical's proprietary front-end vital signs acquisition unit, the CFE, with its exceptionally small size, allows it to be rail-mounted on the procedure table for maximum space utilization and comfort. It employs the latest technology available and is designed to operate under the demanding workload conditions that exist in both the Cardiac and peripheral angiography environments while offering very high reliability.

"This strategic partnership between LUMEDX and Mennen Medical will provide cath labs with the widest and strongest integrated data solution that is currently

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offered in the U.S. market and it takes advantage of the different technologies that exists in each of the companies," said Ms. Angelia Adzic, President of Mennen Medical in the U.S. "We hope that the next stage of this partnership will be to take this powerful solution global," Ms. Adzic added.

The LUMEDX CardioStar™ Cardiovascular Information System (CVIS) provides a complete data and image management environment for cardiology, cardiac surgery and vascular medicine. Built around the industry-leading Apollo Advance™ clinical data repository, the CardioStar application suite offers physician reporting, image archiving, scheduling, inventory control, charge capture and data analytics. In addition, the company's new HealthView Network provides a community-wide information infrastructure, allowing physicians to access the complete cardiovascular hospitalization record in home or office from any internet-connected computing device.

According to Allyn D. McAuley, CEO of LUMEDX, "Medicine has long been hampered by disconnected information silos, a need now being addressed aggressively by the recently enacted economic Recovery Act. Mennen and LUMEDX have partnered to address one of the most critical information areas-the diagnostic and invasive cardiovascular cath lab-with a solution that unites all forms of clinical and administrative information in a seamless web. Caregivers and administrators will enjoy ubiquitous access to the most granular cath lab information and images, under single sign-on, within the hospital or in the ambulatory setting."

#### **About Mennen Medical®**

Mennen Medical® is a leading international corporation, developing and marketing cardiac catheterization and electrophysiology systems as well as patient monitoring and clinical data information solutions. For over four decades, Mennen Medical has led these fields worldwide, combining cutting-edge technological achievements with an uncompromising corporate culture of passionate customer service and personalized care. Mennen Medical® is a privately owned company with offices and agents in more than 50 countries world wide.

Mennen Medical's R&D team includes top level engineers, scientists and programmers dedicated to addressing the changing and rapidly evolving needs of these markets. Furthermore, the company benefits greatly from its substantial international presence and close links with hundreds of hospitals across the globe.

Visit Mennen Medical at [www.mennenmedical.com](http://www.mennenmedical.com)

#### **About LUMEDX**

With more than 500 heart center clients in the U.S., LUMEDX is the market leader in fully integrated cardiovascular imaging and information systems and the fastest growing cardiology PACS solutions provider. LUMEDX offers the most proven, comprehensive package of clinical information tools, cardiovascular products and services to help medical institutions enhance quality of patient care, reduce costs, streamline workflow, increase patient volume and grow revenue.

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