



FOR IMMEDIATE RELEASE:

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BioMedix Vascular Solutions is Recognized Among the Nation's Most Elite Healthcare Marketing Professionals in the 2010 Aster Awards Competition

ST. PAUL, MN — May 17, 2010 — Honored for excellence in advertising in the 2010 Aster Awards, BioMedix received two Gold, three Silver and one Bronze recognition in this year's competition for product packaging, patient education and advertising campaigns.

The Aster Awards, one of the largest national competitions of its kind, is hosted by *Marketing Healthcare Today Magazine* and Creative Images, Inc. This elite program recognizes outstanding healthcare professionals for excellence in their advertising/marketing efforts for the calendar year of 2009.

"It was an honor to have BioMedix Vascular Solutions participate in the 2010 Aster Awards Competition. Of 3000 entries, they placed in the top 5% of the nation. The quality of this year's entries went well beyond the judges' expectations," said Melinda R. Lucas, Aster Awards Program Coordinator.

The 2010 Aster Awards received approximately 3,000 entries from across the United States as well as Canada and South America. Participant's entries competed against similar-sized organizations in their category. Entries must score at least in the top 85% to receive an award. Judging criteria includes creativity, layout and design, functionality, message effectiveness, production quality and overall appeal.

"We are honored to be recognized by the Aster Awards for our marketing programs and education solutions in support of healthcare systems, physicians and hospitals building Cardiovascular and Podiatric centers of excellence for the early detection of vascular disease," said Meg Heim, Vice President of Marketing for BioMedix, "We are proud to provide our customers with award-winning marketing and education materials to further our shared mission."

All winners are posted on the Aster Awards website (www.AsterAwards.com), as well as published in *Marketing Healthcare Today*, a national healthcare marketing magazine.

About BioMedix

BioMedix Vascular Solutions, Inc. provides the only integrated suite of hardware, software and online services designed to cost-effectively detect Peripheral Arterial Disease (P.A.D.) and Chronic Venous Insufficiency (CVI). Vascular specialists, primary care providers, hospitals and health systems use our products to identify these patients. Our devices and Health Information Technology (HIT) software reduce mistakes, provide data for sound analysis, build practice revenue and streamline reimbursement while providing a platform that supports the continuum of care and increased quality outcomes. For more information about BioMedix products, call 877-854-0014 or log on to www.BioMedix.com.

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