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BioMedix Joins Top Industry Leaders in LifeScience Alley™

Saint Paul, MN – August 26th, 2010 – BioMedix Vascular Solutions, Inc. announced today that they have become a member of LifeScience Alley. LifeScience Alley is a Minnesota-based trade association serving the life sciences in Minnesota and the surrounding region with a mission of enabling business success in the life sciences.

LifeScience Alley works successfully to forge connections among top industry experts so that remarkable new discoveries and advances can be made. The association was created by Minnesota's care providers, insurance companies and medical technology innovators as a forum to share knowledge and develop better approaches to improving patient care. As a LifeScience Alley member, BioMedix will bring new perspectives to the membership and will benefit from the perspectives of other member organizations.

"LifeScience Alley is the most effective life sciences trade association in the country," said Cindy Goff, BioMedix VP of Legislative, Policy & Insurance Affairs, "It will be more important than ever that we add our voice to this important organization as the country moves to the next phase of healthcare reform – health system improvement."

Technological innovation, a deep understanding of vascular care and concern for the needs of patients have made BioMedix the leader in providing solutions that connect community physicians, vascular labs, cardiovascular specialists, hospitals and healthcare systems. Through LifeScience Alley, BioMedix will be able to collaborate with leading health and life science companies through education and training programs, conferences, networking and government relations activities.

"Our membership in LifeScience Alley will benefit both our company and our customers," said John Romans, President & CEO of BioMedix, "It will help ensure that our collaborative approach to diagnosing and managing vascular disease continues to support patients, their providers, third party payers, and government regulators by improving the way care is delivered."

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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About LifeScience Alley

LifeScience Alley is the largest trade association serving the life sciences in the Upper Midwest. It represents over 630 member companies, organizations and institutions of all sizes that devote their efforts to the research, development and commercialization of the life sciences. LifeScience Alley acts as the industry's central resource for fostering innovation, offering education and creating consensus. It offers members unique opportunities to network and collaborate and provides them with a strong, unified voice at the state and federal level. Members hail from all life science industry sectors, including medical device, pharmaceutical, biopharmaceutical, health care providers and insurers, agricultural and industrial biotechnology, and renewable energy. For more information, visit www.LifeScienceAlley.org

VASCULAR SOLUTIONS

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