



FOR IMMEDIATE RELEASE:

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**BioMedix™ is Recognized Among the Nation's Most Talented Healthcare Marketing Professionals
in the 2010 CardioVascular Advertising Awards**

ST. PAUL, MN — December 7, 2010 — Honored for excellence in advertising in the 2010 CardioVascular Advertising Awards, BioMedix™ received two Gold and one Silver recognition in this year's competition for the innovative marketing materials surrounding its PADnet™ DMS 2.0 vascular program solution.

The CardioVascular Advertising Awards Program is an exclusive competition recognizing the nation's most talented healthcare marketing professionals for outstanding excellence in advertising for the specific service lines of cardio and/or vascular services. The CVA Awards was developed as an annual contest to allow entries designed, printed and/or distributed the previous year to be scored, judged and recognized for excellence in healthcare marketing and advertising.

The CVA Awards is hosted by Marketing Healthcare Today and Creative Images, Inc., an internationally recognized firm that has specialized in strategic healthcare marketing for more than 18 years. Entries are judged by a diverse panel of experts and Gold, Silver and Bronze certificates are granted to winning entries exemplifying excellence.

"We are honored that the CVA Awards Program has recognized the continued commitment and original marketing solutions that BioMedix™ has developed exclusively for our Cardiovascular center and Hospital clients," said Meg Heim, Vice President of Marketing for BioMedix™, "Our materials support healthcare systems, physicians and hospitals building cardio and vascular centers of excellence for the early detection of vascular disease. These awards validate our commitment to providing our customers with the highest quality marketing, education and business development tools."

All winners are posted on the CVA Awards website (<http://cvaawards.com/>), as well as published in *Marketing Healthcare Today*, a national healthcare marketing magazine.

About BioMedix™

BioMedix™ 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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