



FOR IMMEDIATE RELEASE:

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BioMedix Appoints Meg Heim to VP of Marketing

Twin Cities, MN – September 1, 2008 – BioMedix Vascular Solutions, Inc. announces the appointment of Meg Heim to Vice President of Marketing, where she will oversee brand-building, distribution channel management, market research, advertising, promotions and public relations activities for the company and advise on product development and corporate strategy. Ms. Heim, who has held executive sales and marketing positions with a range of healthcare companies, is also a registered nurse with 16 years of clinical experience, and most recently led corporate sales efforts and advocacy relationship development for Spirit Health Group.

“Based on her proven track record of relationship building and strategic sales development, combined with her industry relationships and clinical expertise, Meg is a valuable asset to our teams as we continue to build our portfolio and sales reach,” said John A. Romans, CEO & President. “We are looking forward to tapping the strategic experience she gained in working to diagnose vascular disease throughout the US.”

Meg previously fostered and managed relationships with nationally recognized physicians and medical organizations that include American College of Cardiology, Yale University, National Stroke Association, Venous Coalition and the PAD (peripheral arterial disease) Coalition for Spirit Health Group as well as structured agreements with media including Revolution Health and Good Housekeeping, and the hospitals who subscribe to Spirit Health Group services. She was responsible for Strategic planning, ROI reporting, corporate sales and retention, and planning of corporate vision. Prior to working with Spirit Health Group, Meg held positions with TeleVisual Communications, Inc, an international programmatic marketing healthcare corporation, and Atlanticare Health System in Southern New Jersey.

“There’s a great need for improved diagnosis of vascular disease, and the valuable collaborative care solutions that BioMedix offers are a critical to helping physicians, hospitals and organizations reach and serve undiagnosed populations,” said Meg Heim. “Joining BioMedix offers me the important opportunity to contribute to the growth of a mission-driven company and continue to support a therapeutic area that I am passionate about.”

About BioMedix Vascular Solutions, Inc.

BioMedix provides diagnostic solutions for vascular disease, a medical condition that kills or disfigures more than 875,000 Americans each year, and leads to 160,000 lower extremity amputations. Dedicated to prolonging and enhancing life through the early detection of vascular disease, BioMedix has the only integrated suite of products, software and online services that make it possible for primary care practices to

collaborate with specialists in the detection and management of Peripheral Vascular Disease in a reimbursable care model.

The innovative devices and software designed and marketed by BioMedix link primary care providers, vascular laboratories, vascular interventionalists, and health care systems. By merging clinical data and patient demographics to provide a more complete picture of vascular health, BioMedix helps eliminate mistakes, build hospital/physician revenue and provide data for sound analysis. For more information, logon to www.biomedix.com.

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