

Press Release

PERINATAL COMPANIES PARTNER TO LAUNCH NEW LINE OF NICU WARMING BEDS

IVYLAND, PA USA: TOKYO JAPAN: IRVINE, CA: Today NeoForce Group, Inc. (Ivyland, PA) and Atom Medical Corporation (Tokyo, Japan) announced that they have formed a Partnership to provide a new line of Thermoregulation Devices and Accessories for the US Neonatal Intensive Care market. This new line of incubators, radiant warmers and neonatal transport systems from Atom all incorporate key features never before available in the US such as integrated Masimo SET® technology and optional patient surfaces from Tempur-Pedic® Medical.

NeoForce Group will be the exclusive distributor of Atom's products and bring over 120 years of experience in sales, service and marketing of Neonatal Products. "NeoForce Group recognizes that it is a privilege to be a partner in the care of newborn infants. Everyday we will strive to provide products and solutions that allow caregivers to focus on the newborn infant and their families, not the technology that surrounds them." said Otho Boone, President of NeoForce Group. Atom Medical is a "like minded solution provider" whose passion is focused exclusively on providing the best care for babies. "Our philosophies are similar", said Kazuo Matsubara, President of Atom Medical, "for over 50 years we have been serving this market in Japan and other regions of the world with great success". "We chose NeoForce to represent us in the important US Market because of their sole dedication and focused commitment to the NICU". Our commitment in this partnership is to be focused on the NICU area of the hospital creating a "customer centered care" environment where every thing we do is focused on delivering value to the mother-baby area of the hospital.

"It was exciting for Tempur-Pedic Medical, Inc. to develop product using its proprietary TEMPUR pressure-relieving material specifically for this new partnership because of Neoforce's clear focus on providing superior neonatal surfaces to compliment their state-of-the-art equipment" says Paul Coulis,

President of Tempur-Pedic Medical, Inc. “Neoforce’s demand for the best will be met with early and solid success in this marketplace”.

“Finally a company has integrated pulse oximetry into neonatal warming beds, said Joe Kiani, President and CEO of Masimo Corporation (Irvine, CA). This allows caregivers in the NICU to identify and monitor serious conditions more easily.” In a study done by researchers from the Institute of Women's and Children's Health at the University of Gothenburg, Sweden, a new and powerful method for detecting duct dependent congenital heart defects has been described. The study, “Screening for duct-dependant congenital heart disease with pulse oximetry: a critical evaluation of strategies to maximize sensitivity”; Acta Paediatr - 2005 Nov; 94 (11):1590-1596; illustrates that by measuring the newborn's oxygen level in the right hand and one foot simultaneously with Masimo SET pulse oximetry and using specific criteria, the researchers showed that congenital cardiovascular defects could be detected with more than 90% confidence. Boone noted another advantage for customers in Labor and Delivery who will enjoy the benefits of integrated SpO2 in conjunction with a fully configurable resuscitation unit thus addressing emerging standards for resuscitation from the American Academy of Pediatrics (AAP).

“It is clear that these new partnerships with Atom, Tempur Pedic Medical and Masimo will allow NeoForce to offer solutions that address tomorrow’s clinical protocols today”, said Boone.

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