

ABSOLUTELY**PUBLIC****RELATIONS**[®]

And Marketing Services

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**Medical Device Manufacturer
Trade Media Awareness Campaign
2003-04**

<i>Print/Date/column inches</i>	<i>Ad Value Equivalency</i>	<i>Circulation</i>
7/18/03 Denver Business Journal/Leadership/2.25"	\$ 217.91	14,000
7/24/03 Drug Delivery Insight NL/ Rapid-Fill/4.25"	\$ NA	NA
7/25/03 Denver Business Journal/New Bldg/1.625"	\$ 157.38	14,000
8/29/03 Rocky Mtn News/Leadership/1.0"	\$ 585.00	304,952
Sept/Oct 2003 Jrnl of Infusion Nursing/PhaSeal	\$ NA	9,185
10/1/03 Manufacturing Chemist UK/Rapid-Fill/2.25"	\$ NA	41,000
10/3/03 Denver Business Journal/Premier/1.25"	\$ 121.06	14,000
Oct 03 Mng Infection Control/PhaSeal/ 1.5 pages	\$ 5,625.00	40,000
Oct 03 RN/PhaSeal/ .153 of a page	\$ 1,790.10	226,896
Oct 03 Pharmacy Prac News/PhaSeal/ 6"	\$ 800.00	45,734
11/26/03 ISIPS Newsletter/Rapid-Fill	\$ NA	NA
12/15/03 ComputerWorld/CRM/ 5"	\$ 2,527.10	180,050
12/22/03 Rocky Mtn News/My Cyberlife/4.25"	\$ 2,486.25	304,952
12/24/03 ISIPS Newsletter/Rapid-Fill	\$ NA	NA
1/26/04 Drug Topics/NIOSH Alert/30.5"	\$ 10,237.00	161,868
1/26/04 For The Record/Abacus/9.5"	\$ 856.02	35,000
Feb 2004 US Pharmacist/Abacus/ 1/2 page	\$ 4,000.00	112,100
Feb 2004 Pharmacy Prac News/Abacus/7.75"	\$ 1,024.00	48,040
Feb 2004 Health Mgmt Tech/Abacus/ 5 lines	\$ 216.40	45,458
2/23/04 Drug Topics/Abacus/ 35"	\$ 11,737.25	161,868
March 2004 Pharm Prac News/new website/ 4.25"	\$ 566.65	48,040
March 2004 Pharm Prac News/PhaSeal/ 4.5"	\$ 599.98	48,040
3/23/04 PharmacyOneSource.com/PhaSeal	\$ NA	NA
April 2004 ONS News/PhaSeal/ 7 1/2"	\$ NA	NA
April 2004 Hematology Onc N&I/PhaSeal/ 1.25"	\$ 174.72	17,000
April 2004 Nursing Mgmt/PhaSeal/5.25"	\$ 1,030.40	75,000
4/12/04 FacilitySafetyManagement.com/NIOSH	\$ NA	NA
4/16/04 ISIPS Newsletter/Rapid-Fill	\$ NA	NA
4/19/04 PharmacyOneSource.com/NIOSH	\$ NA	NA
4/28/04 Enews NHIA/NIOSH	\$ NA	NA
4/30/04 Houston Business Journal/PhaSeal/ 9"	\$ 852.00	16,164
May 2004 The Manufacturer/feature/ 4 pages	\$ 35,980.00	31,000
May 2004 Premier Safety Share/NIOSH alert	\$ NA	NA
5/3/04 Drug Topics/NIOSH alert/ 1 page	\$ 8,825.00	161,868
5/12/04 BBBiotech.ch/LA Symposium	\$ NA	NA
5/12/04 Health-Informant.com/ LA Symposium	\$ NA	NA
5/14/04 em-online.co.uk/ Essential Medical Online/ New Website	\$ NA	NA

- More -

Media Awareness – Page 2

May/June 2004 Journal of Infusion Nursing/ Abacus/ 3.25”	\$ 277.14	9,185
June 2004 Pharmacy Prac News/ 1 page + 4.5”	\$ 6,912.00	45,734
June 2004 PP&P/NIOSH alert/ 1 page + 8”	\$ 5,628.00	23,160
June 2004 PP&P/PhaSeal/ 4.25”	\$ 659.40	23,160
June 2004 Pharmacy Times/ PhaSeal/ 6/4/04 findlaw.com/ ASCO	\$ 1,991.36	155,000
6/10/04 sixthsigma.com/ Six Sigma	\$ NA	NA
6/10/04 Society of Mfg Engineers online/ Six Sigma	\$ NA	NA
8/2/04 Healthcare Purchasing News Online/ E411	\$ NA	NA
8/26/04 ISIPS Newsletter/ PhaSeal & October Mtg	\$ NA	NA
Sept 2004 Premier Safety Share/NIOSH Workshop	\$ NA	NA
9/4/04 Manufacturing Chemist UK – Exacta 3.75”	\$ NA	41,000
Sept 2004 Packaging News UK – Exacta – ¼ page	\$ 1,213.44	17,862
9/24/04 Plastics in Packaging – ShrinkSafe	\$ NA	NA
9/23/04 ISIPS Newsletter/NIOSH Workshop	\$ NA	NA
10/1/04 Denver Business Jrnl/Osgood/1”	\$ 98.85	14,000
10/4/04 Boulder Daily Camera/Osgood	\$ NA	33,311
10/25/04 Drug Topics/ShrinkSafe/1 page shared with Medi-Dose	\$ 4,412.50	161,868
11/1/04 For The Record – ShrinkSafe – 5 ½”	\$ 526.58	35,000
11/2/04 The Medical Post – ShrinkSafe – 2 colX10 ½	\$ 1,214.26	40,355
11/4/04 FDA Device Daily Bulletin – CyTwo-Fer UK	\$ NA	NA
11/4/04 InPharma News – CyTwo-Fer UK	\$ NA	NA
11/4/04 Rocky Mtn News – Osgood - .75”	\$ 438.75	304,952
11/5/04 ISIPS Newsletter – Rapid-Fill (repeat)	\$ NA	NA
11/24/04 MedicalNewsToday.com – CyTwo-Fer UK	\$ NA	NA
Nov 2004 Pharmacy Times – ShrinkSafe – 6”	\$ 1,889.76	155,000
Nov 2004 PP&P – ShrinkSafe – 5 1/2”	\$ 853.34	23,160
<u>TOTAL</u>	<u>\$116,524.50</u>	<u>3,238,962</u>