



NEWS RELEASE

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BRITISH MEDICAL EQUIPMENT MANUFACTURER EXPANDS NORTH AMERICAN OPERATIONS IN GREENVILLE COUNTY

Upstate Expansion Serves As ‘Major Launch Point’ for Deltex Medical

GREENVILLE COUNTY, SC, September 4, 2008— The Greenville Area Development Corporation, the South Carolina Department of Commerce and Deltex Medical Group PLC have announced the expansion of the company’s North American operations in Greenville, South Carolina, including the addition of 10-20 jobs over the next 2 years, as part of Deltex Medical’s strategic growth initiatives in North America.

Founded in 1989 in Chichester, West Sussex, England, Deltex Medical produces medical monitors that help patients recover more fully and quickly from the effects of major surgery. The use of Deltex Medical’s **CardioQ™** esophageal Doppler monitor reduces complications and shortens lengths of hospital stay associated with surgery. The **CardioQ** is used to ensure that patients receive the right amount of the right fluid at the right time during their surgery (known as Targeted Volume Management, or TVM)..

Deltex Medical’s **CardioQ** monitor is unique in its effectiveness in improving patient outcomes and reducing length of hospital stay, demonstrated in repeated, rigorously controlled clinical trials. A US Government-commissioned technology assessment published early in 2007 stated that its use in surgery leads to a “*clinically significant reduction in major complications*”, “*a clinically significant reduction in the total number of complications*” and “*to a reduction in hospital stay*”. At this time all Deltex Medical products are researched, developed and manufactured in the U.K.

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The Greenville operation initially will provide sales, marketing and clinical training support to U.S.-based customers, primarily hospitals and medical centers, according to Andy Hill, CEO for Deltex Medical. New capital investment in the domestic operation is estimated at \$2 million, and Hill expects the Greenville operations to generate “substantial sales revenues within two years, with significant opportunity to grow from there.”

The **CardioQ's** unique value derives from its ability to measure blood flow in real time with every heartbeat. Blood flow is an earlier and more sensitive indicator of changing or deteriorating cardiac and circulatory performance than blood pressure. Following extensive trials, the U.S. government's Centers for Medicare and Medicaid Services ruled the technology “reasonable and necessary” for patients having surgery or in intensive care on a breathing machine, thus paving the way for reimbursement of doctors using the technology.

“Clinical studies have repeatedly demonstrated that Targeted Volume Management using the company's **CardioQ** monitor results in significant reductions in complications associated with surgery and up to 30-40% reductions in the length of hospital stays,” said Hill. “Deltex Medical expects that the **CardioQ** monitor will become a global standard of care for patients at risk from haemodynamic compromise.”

“Our vision is to establish the Greenville County operations to serve our rapidly expanding customer base here in North America, then to grow into additional markets over time,” said Hill.

“The Greenville operation will focus on delivering outstanding customer service, clinical training, and just-in-time delivery of the **CardioQ** monitor and the disposable esophageal probes used with it to our customers in the USA” Hill added. “We are excited to establish operations here in Greenville County, and very appreciative of the support and leadership of the Greenville Area Development Corporation and Department of Commerce in making this announcement a reality.”

The operations initially will be situated in an existing facility located at 330 E Coffee Street in the heart of Greenville and will include additional capital investment of approximately \$2 million to “optimize productive sales and training,” said Hill, who joined the company in 2002 and was appointed CEO in January 2003.

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“Ultimately, it was the positive economic climate of South Carolina and the dedicated efforts of the area’s economic development teams that helped cinch the decision to establish operations here,” said Hill. “We considered multiple sites in the Southeast, yet we decided on this area for its balance of economic opportunity, quality of life, access to talent, and central location to a growing customer base,” said Hill. “We see an incredible opportunity in South Carolina for Deltex Medical.”

“Deltex Medical produces high-tech medical monitors used by health care professionals to help patients recover more quickly from surgery. The company’s decision to locate here is a strong testament to the state’s business-friendly environment and the strength of our workforce. Deltex’s investment will bring quality, high-paying job opportunities to residents of the Upstate. Thanks to the team effort of state and local officials, Greenville County will benefit from this investment now and in the future,” said Joe Taylor, Secretary of Commerce.

"Deltex Medical’s decision to establish North American operations here is further validation of the attractiveness and economic vitality of this area," commented H.G. “Butch” Kirven, Jr., chairman of Greenville County Council. "Their global focus and significant growth potential affirms that Greenville County continues to be a center of opportunity for international businesses. We’re pleased to have them here in Greenville County.”

“Deltex is a great example of how a company that combines world-class medical technology with an Upstate base can grow their business in North America,” said Jay Rogers, Chairman of the Greenville Area Development Corporation Board. “The company is research-based, innovative and growth-oriented, and a wonderful reflection of the opportunities to be found in Greenville County and South Carolina.”

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The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County. For information, visit us on the web at www.GoGADC.com or call (864) 235-2008.