

**NEWS ANNOUNCEMENT****Cherrie Scheinberg Honored Recipient of Orchid Award**

*Cherrie Scheinberg, President of SAM Medical Products, is honored as a recipient of the 2009 Orchid Award for Portland's top women in business.*

**Portland, OR (March 26, 2009).** Cherrie Scheinberg, President of SAM Medical Products is being honored as a 2009 Orchid Award winner, which recognizes Portland's top women in business. This award is bestowed upon 25 women nominees by the Portland Business Journal. Cherrie was chosen for the Small/Medium company category (revenue under \$25 million). Cherrie won in part due to her commitment to growth in SAM's emerging markets and to her support of the local community.

**About Cherrie Scheinberg**

Cherrie Scheinberg is co-founder and President of SAM Medical Products. As co-founder, she was instrumental in bringing the SAM Splint, the first product for SAM Medical Products, to market. Cherrie formed the initial marketing strategy, which included a strong educational and training component to the end user. In the 1980's, Cherrie's energy and perseverance drove the eventual acceptance of the SAM Splint as the splint of choice used by the US and foreign militaries, EMS services, and wilderness medicine environments. Cherrie was also responsible for assembling an extensive national and international distributor network and continues today to expand the global presence of the company's products by developing new business opportunities in emerging markets. Cherrie is a graduate of Northwestern University, Chicago, IL.

**About SAM Medical Products**

SAM Medical Products is a privately-held developer and manufacturer of innovative medical products used for emergency, military, and hospital care. Products include the widely used SAM Splint, SAM Pelvic Sling, Soft Shell Splint, CELOX line of hemostatic agents, BursaMed line of shear and friction relieving dressings, and Blist-O-Ban blister prevention bandages. For over 25 years, SAM Medical Products has represented innovation and quality to the medical professional. More information can be found on their website at [www.sammedical.com](http://www.sammedical.com).

**Media Contacts**

Roy Girasa  
Marketing Manager  
SAM Medical Products  
Phone: 1-(503) 639-5474  
[roy@sammedical.com](mailto:roy@sammedical.com)