

FOR IMMEDIATE RELEASE

SAM Medical Products receives a 2009 Best of What's New Award from Popular Science for its CELOX Trauma Gauze

*New dual-purpose gauze dressing from SAM Medical Products receives a 2009 Best of What's
New Award from POPULAR SCIENCE in the Health category*

PORTLAND, Ore – November 12, 2009 – SAM Medical Products today announced that they have received a 2009 Best of What's New Award from Popular Science in the Health category for their new CELOX Trauma Gauze product. This award is given to only those products or technologies that represent a significant step forward in its category. CELOX Trauma Gauze is among 100 new products and technologies in 11 categories to receive this award.

“For 22 years, Popular Science has honored the innovations that surprise and amaze us– those that make a positive impact on our world today and challenge our views of what's possible in the future.” said Mark Jannot, Editor-in-Chief of Popular Science. “The Best of What's New Award is the magazine's top honor, and the 100 winners – chosen from among thousands of entrants – represent the highest level of achievement in their fields.”

About CELOX Trauma Gauze

CELOX Trauma Gauze™ was launched in August at the U.S. Department of Defense's Advanced Technology Applications for Combat Casualty Care (ATACCC) meeting in Tampa, Fla. CELOX Trauma Gauze is a new dual-purpose hemostatic gauze used to control traumatic bleeding and cool and protect first- and second-degree burns. The product was designed to effectively meet the needs of the armed forces and emergency services personnel who are often working in the field with limited medical supplies. The gauze potentially replaces multiple products — by providing two-in-one functionality, and freeing up valuable space in a battlefield medic's Improved First Aid Kit (IFAK).

About Best of What's New

Each year, the editors of Popular Science review thousands of products in search of the top 100 tech innovations of the year; breakthrough products and technologies that represent a significant leap in their categories. The winners — the Best of What's New — are awarded inclusion in the much-anticipated December issue of Popular Science, the most widely read issue of the year since the debut of Best of What's New in 1987. Best of What's New awards are presented to 100 new products and technologies in 11 categories: Automotive, Aviation & Space, Computing, Engineering, Gadgets, Green Tech, Home Entertainment, Securities, Home Tech, Personal Health and Recreation.

###

About Popular Science

Founded in 1872, Popular Science (www.popsci.com) is the world's largest science and technology magazine, with a circulation of 1.3 million and 7.1 million readers. Each month, Popular Science delivers "The Future Now," reporting on the intersection of science and everyday life with an eye toward what's new and why it matters. Popular Science is published by the Bonnier Corporation (www.bonniercorp.com), one of the largest consumer publishing groups in America and the leading media company serving passionate, highly engaged audiences through more than 40 special-interest magazines and related multimedia projects and events.

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 more than 25 years, SAM Medical Products has represented innovation and quality to the medical professional. More information can be found on their Web site at www.sammedical.com.

Media Contact

Roy Girasa
SAM Medical Products
800.818.4726
roy.girasa@sammedical.com