

NEWS ANNOUNCEMENT

SAM Medical Products® and Water-Jel® Announce Strategic European Alliance

Portland-based medical device manufacturer, SAM Medical Products®, and UK-headquartered medical products manufacturer, Water-Jel® International LLP, announce a new strategic European alliance.

Portland, OR (May 21, 2009). SAM Medical Products of the US and Water-Jel International LLP of the UK are pleased to announce a strategic European alliance effective May 21st. The alliance has been established to share in numerous advantages that better serve both companies' European business. Key cooperative areas will be sales, marketing, and training support for European efforts.

Advantages for SAM Medical Products include enhanced marketing support with greater European exhibition presence and uniform multi-language marketing materials and website, increased localized sales support, and greater localized training in use and selling of company products.

"We are being proactive in this global economic downturn by increasing our international presence with this strategic alliance. Our initial action is to provide even greater support to our European-based distributors whom we have been selling through since 1985," states Adrian Polliack, COO of SAM Medical Products.

Mark Lait, Managing Director of Water-Jel International, affirms adding, "This strategic alliance will benefit both of our companies by jointly pursuing an expansion throughout the European Union with penetration into new countries with our complimentary, non-competing product lines."

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.

About Water-Jel International LLP

More than 20 years ago, Water-Jel introduced water-based gel technology that revolutionized the emergency first aid treatment of burns. Today, Water-Jel products are used in fire brigades, ambulance services, schools, public buildings, industry and the military throughout the world. Water-Jel International LLP furthers the company's expansion with offices in England, Ireland, and Germany. Additional company and product information can be found on their website at www.waterjel.net.

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