

FOR IMMEDIATE RELEASE

Florida Hospital Chooses WaveMark's RTIM Solution to Optimize High-Value Inventory and Workflow

Inventory Management Solution Will Track over 4,000 Products in New Ginsburg Cardiac Tower

Littleton, MA– December 17, 2008 – WaveMark, Inc., a leading provider of real-time inventory management (RTIM) solutions for high value medical products, today announced its clinical inventory management solution, WaveMark CIMS™, has been selected by Florida Hospital to manage the hospital's high value, specialty inventory. Already successfully deployed in Florida Hospital's EP laboratory, WaveMark's RTIM technology will now be used to track cardiology physician preference products in its new Ginsburg Tower, a 15-story cardiac tower that houses 440 new patient beds, as well as one of the largest emergency departments and cardiac catheterization labs in the country.

Florida Hospital, a known leader in cardiovascular services and in employing IT strategies to manage internal processes, chose WaveMark after extensive evaluation of other inventory management solutions in the market. After deploying WaveMark CIMS, an RFID-enabled inventory control and usage tracking solution, in its EP lab, the hospital felt the solution could greatly benefit the state-of-the-art Cardiac tower, which had its groundbreaking on November 25, 2008. Florida Hospital anticipates that WaveMark's RTIM technology will enable the Cardiac Tower to quickly optimize inventory levels and effectively track expirations and recalls.

"WaveMark demonstrated a strong ROI in a trial in our EP lab, while also offering tremendous value in workflow optimization. We evaluated several systems and selected WaveMark as it stood out as the company that could best meet our needs," said Sam Braga, Supply Chain Manager, Florida Hospital. He added, "What was so impressive was that WaveMark has clinicians on staff and they understand first-hand how hospital labs work and the challenges we face. Their consultation coupled with WaveMark's easy-to-use, non-invasive, common sense approach to inventory management offered a solution that we can't imagine working without."

WaveMark CIMS uses RFID cabinets and Point of Service readers to collect information that enables real-time inventory management. The use of RFID in the process ensures accuracy and timeliness of information captured, with no time-consuming manual processes required. This streamlined workflow enables clinicians to spend more time on patient care and less time manually tracking inventory and product usage. With WaveMark CIMS, hospitals achieve optimized inventory levels, better management of product expirations and recalls, and improved charge capture.

"WaveMark is dedicated to helping hospitals across the country meet their goals to contain costs, ensure patient safety and meet regulatory compliance requirements," said John Wass, CEO of WaveMark. "Florida Hospital is a great example of a healthcare organization that understands the value of innovative solutions to support their internal processes and workflow to meet their patient care commitments. We're very pleased to be a part of Florida Hospital's landmark Cardiac Tower and look forward to helping the hospital achieve its goals to continually improve patient safety and contain costs," added Wass.

About WaveMark

WaveMark, Inc. is a leading provider of real-time inventory management (RTIM) solutions for high value medical products. WaveMark leverages its proven expertise in Radio Frequency Identification (RFID) and network technology to help healthcare providers and medical device suppliers address key concerns in healthcare including cost containment, patient safety, and regulatory compliance. Committed to a more efficient healthcare supply chain, WaveMark's solutions are available on a subscription basis and eliminate manual processes, reduce costs and streamline workflows for hospitals and suppliers. WaveMark's clinical and field inventory solutions offer product-level visibility and highly effective inventory control, which support regulatory compliance and a rapid return on investment. WaveMark was founded in 2003 and has been deployed in specialty areas such as Cardiovascular Labs, Electrophysiology Labs, Interventional Radiology Suites as well as Operating Rooms.

For more information, please visit www.wavemark.net.

About Florida Hospital

Florida Hospital, founded in 1908, is the oldest and largest healthcare system in central Florida, providing care for over 1 million patient visits annually, making it one of the busiest in the nation. Florida Hospital, one of *U.S. News and World Report's* "America's Best Hospitals" for the past 6 years is comprised of 7 Orlando hospitals, and is a member of the Adventist Health System.

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Contacts:

Colleen Terry
Director of Marketing, WaveMark
colleen.terry@wavemark.net
www.wavemark.net

Sam Braga, BSM
Florida Hospital
Manager, Supply Chain & Contracting
Cardiology, Vascular Center, Neuro IR
407.303.1557
www.flhosp.org