

FOR IMMEDIATE RELEASE

**WAVEMARK, INC. IS CHOSEN BY UMASS MEMORIAL MEDICAL
CENTER**

*WaveMark CIMS™, an RFID-based inventory management solution is installed at
UMass Memorial to track critical medical supplies.*

Boxborough, Mass. – September 20, 2007 – As part of an ongoing effort to achieve the highest level of care, UMass Memorial Medical Center located in Worcester, MA, the principal teaching hospital for the University of Massachusetts, has installed WaveMark CIMS™, an RFID-based inventory management solution for tracking critical medical supplies in their Cardiac Cath, Electrophysiology and Interventional Radiology Labs.

After assessing the need to automate the tracking of high-value medical devices to better ensure availability and control costs, UMass chose WaveMark CIMS as the most comprehensive and accurate solution for managing the flow of items such as cardiac stents, balloons, catheters guide wires, pacers, ICD's and coils. UMass Memorial has one of the largest Cath labs in the Northeast, performing over 2500 interventional procedures a year. With an inventory valuation of roughly \$1M on any given day, inventory management is a significant function.

"We have well managed Labs, yet our inventory control was a manual process. I was looking for a solution that would automate what was currently being done manually, in order to be more efficient, more accurate and make better decisions regarding inventory levels, usage patterns, and managing consignment stock. Increasing revenue by improving charge capture rates was also an important consideration. WaveMark's inventory solution provides our Labs with the automation and decision support tools we need," said Kathy Green, Sr. Director, Radiology Services and Cardiovascular Diagnostic & Interventional Services.

- more -

RFID enabled cabinets were provided by WaveMark to store and track, in real-time, the disposition of critical supplies in the Cath, IR and EP labs. At the same time, RFID readers at the point of care improve charge capture of billable supplies and increase accuracy of clinical documentation. Together these tools allow UMass to make informed decisions about achieving optimal inventory levels and product mix, reducing wasted product, optimizing bulk buy orders, and streamlining cumbersome manual processes.

WaveMark CIMS is available for a monthly service fee and requires no capital expense. WaveMark can be reached toll free 877-4-WAVEMARK or www.wavemark.net.

About University of Massachusetts Memorial Medical Center

UMass Memorial Medical Center, comprised of multiple campuses, is the clinical partner of the University of Massachusetts Medical School. The Medical Center offers a full compliment of sophisticated technology and support services, providing the region with specialists renowned for their work in cancer, cardiology, emergency medicine, children's medical services, maternal and women's health and many other specialties.

About WaveMark, Inc.

WaveMark, Inc. is a leader in providing clinical inventory management solutions to hospitals, hospital networks and device manufacturers. Committed to controlling the costs of managing high value medical supplies, WaveMark leverages Radio Frequency Identification (RFID) technology to provide accurate, real-time visibility of on-hand inventory and device utilization information. WaveMark's customer-centric service model provides immediate access to critical inventory, usage and market information on a subscription basis. More information is available at www.wavemark.net

#

WaveMark and WaveMark CIMS are trademarks of WaveMark, Inc. All other company, product or service names not owned by WaveMark are the property of their respective owners.

Colleen Terry
WaveMark, Inc.
(978) 264-6613
colleen.terry@wavemark.net