



IMMEDIATE RELEASE

Contact:

Martin Keller, The McKay Cos.

612-729-8585, kelmart@aol.com

Or, John McKay, The McKay Cos.

612-636-3535, johnemckay@gmail.com

Lake Region Medical
340 Lake Hazeltine Drive
Chaska, MN 55318-1029 USA
TEL 952.448.5111
lakeregionmedical.com

Lake Region Medical to Showcase Strategic Technology Developments at the Heart Rhythm 2012 (HRS) Conference

FORTRESS™ Dielectric Coating, ANCHORWIRE™ Transseptal Placement Guidewire and SMART™ Wire Technologies to Add to Company's Pipeline of Proprietary Technologies Targeted for Cardiac Rhythm Management

Lake Region Medical, a global development and manufacturing partner to leading medical device companies, will highlight its original development manufacturing capabilities, services and technologies at the Heart Rhythm Society's 33rd annual scientific sessions in Boston, MA. Lake Region will showcase its new FORTRESS™ Dielectric Coating and ANCHORWIRE™ Transseptal Placement Guidewire. Additionally, Lake Region will highlight Pace/Sense capability out of its SMART™ Wire Technology platform.

"With a legacy as a leading partner and developer of device technologies for the cardiac rhythm management market, Lake Region consistently invests in innovations that provide value in meeting both development and manufacturing requirements," said Mark Christensen, Senior Product Manager, Stimulation Therapy. "Our focus is on quality, development and manufacturing essential to therapy delivery and permanent implant applications. These are the central reasons we have remained a preferred provider to the CRM market for several decades."

Lake Region Medical will focus on the following topics at HRS, booth # 1277:

NEW! Fortress™ Dielectric Coating

FORTRESS™ is a new coating technology that utilizes a proprietary application process to provide dielectric coating properties while ensuring superior durability, maximized flex-life, and reliable long-term electrical insulation. Lake Region's advanced coating process and stringent manufacturing specifications ensure that the coated component is consistently surrounded with an insulative coating. This is particularly applicable to wire coils and cables where the FORTRESS™ Coating provides increased durability over the traditional extrusion or sheath-type insulative barriers that can have high stress fracture rates during coil winding.

ANCHORWIRE Transseptal Placement Guidewire

ANCHORWIRE™ Transseptal Placement Guidewires combine a unique spiral tip design with a device exchange zone optimized for access, delivery and placement of devices in the left atrium during transseptal procedures. Featuring excellent tip radiopacity and outstanding tip shape retention, ANCHORWIRE™ is an ideal guidewire for transseptal procedures providing excellent access and sustained placement in the left atrium.

SMART™ Wire Technologies Research & Development Initiative

SMART™ Wire Technologies are part of Lake Region's strategic initiative to develop the capability to incorporate sensors and other electrically active components on its guidewire platforms to maximize the delivery of biometric information to clinicians while delivering Lake Region's proven guidewire handling and performance characteristics.

About Lake Region Medical

Lake Region Medical is a global leader in the development and manufacture of OEM devices, supplying the world's largest medical device companies with minimally invasive delivery solutions. It is an industry expert in developing and marketing medical devices to meet unique clinical challenges for cardiovascular, stimulation therapy, neurovascular, and peripheral vascular applications, serving all major markets worldwide. Lake Region collaborates with top physicians and leading university research facilities on new product developments and has established development and distribution partnerships with industry leading medical device companies throughout the world.

Based on the changing dynamics of the U.S. healthcare industry, Lake Region Medical remains well positioned to provide strategic R&D partnership opportunities with major medical device companies, including:

- Increased investment in R&D to support customers in development of non-core devices. Preferred vendor for leading OEMs
- Innovation unique to the market
- Product and technology platforms with competitive advantages
- Proven, reliable quality and service
- High-volume manufacturing and supply chain management

The privately held company, based in suburban Minneapolis MN, was founded in 1947.

For more information — or to speak with Mark Christensen, Senior Product Manager, Stimulation Therapy or Gary Schneider, Global Sales Manager, Stimulation Therapy about Lake Region Medical's Original Development Manufacturer capabilities and Research and Development initiatives — please contact Martin Keller or John McKay at the numbers and emails above.