

## IMMEDIATE RELEASE

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## **Lake Region Medical Announces Strategic Focus for Peripheral Vascular and Cardiovascular/Structural Heart Franchises leading into TCT 2012** ***Company to Heighten Focus on New Products and Technologies to Support Tibiopedal Retrograde Access, Transcatheter Aortic Valve Replacement (TAVR), and Sensor-Based Guidewires***

Minneapolis, Minnesota (PR Web) October, 15, 2012 - Lake Region Medical, an original development and manufacturing partner (ODM) to leading medical device companies, will highlight its capabilities, services and technologies at the Transcatheter Cardiovascular Therapeutics (TCT) conference in Miami, Florida.

“Our investment in research and development is a critical part of our global strategy. This enables Lake Region to expand its expertise in areas such as retrograde access, transcatheter aortic valve replacement (TAVR), and sensor-based guidewires,” said Jim Mellor, Vice President of Marketing and Sales at Lake Region. “Lake Region is committed to the development of innovative new products and technologies that improve patient outcomes through the advancement of minimally-invasive solutions. Our research and development of sensor-based technology is particularly promising as it facilitates the addition of electromechanical and sensor-based capabilities onto guidewires while maintaining performance characteristics critical to achieving clinical success.”

“Over the past three years — through major investments in clinical training initiatives as well as four fully-staffed physician review boards addressing each of our core markets (Cardiovascular/Structural Heart, Peripheral Vascular, Neurovascular and Stimulation therapies) — Lake Region has uniquely positioned itself as a value partner,” said Ron Von Wald, Global Marketing Director of Lake Region. “With this clinical knowledge, we are able to understand many of our partner’s technical challenges from a clinical perspective, and provide value-based solutions, especially as it pertains to access and delivery of therapies.”

Lake Region Medical will be exhibiting at TCT October 22 – 26 at booth # 841.

### **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, and serves 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, LRM 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 Lake Region Medical about its Original Development Manufacturer capabilities and Research and Development initiatives — please contact Michael Browsers at the number and e-mail provided.