



PRESS RELEASE

MediPurpose™ Launches New babyLance™ Infant Heel Incision Device Invented by A*STAR Research Scientist

SINGAPORE, 28 July 2010 — MediPurpose®, a Singapore-based medical device innovation and medical product distribution company, today announced the launch of its latest safety medical product, the babyLance™ heel incision device for infants in North America and Europe. The babyLance™ heel incision device provides better control in drawing blood from newborn infants for various tests, removing the need for conventional needle-pricking of fingers.

2. Designed and invented by Mr Sun Jian Ping, a research scientist seconded from the Singapore Institute of Manufacturing Technology (SIMTech), a research institute of the Agency for Science, Technology and Research, (A*STAR), the babyLance™ heel incision device, uses an innovative activation mechanism to improve the incision performance. It reduces the penetration depth thus avoiding puncturing any soft bone tissue of the infant. The design of babyLance™ delivers incision depths that are optimal for infant heel sticks through a pendulum cutting action which creates a single perfect cut, reducing the pain during incision.

3. Mr Sun joined MediPurpose® under A*STAR's Technology for Enterprise Capability Upgrading (T-UP) scheme, where A*STAR researchers are seconded to Small and Medium Enterprises (SMEs) for up to 2 years to provide them with Research and Development capabilities to help them improve production process or develop products.

4. The babyLance™ heel incision device is listed with FDA (Food and Drug Administration) and received the CE (European Conformity) marking for Europe. The market size for baby heel incision devices in USA is about 30 million pieces a year (Source: GHX 2010)

5. "The global launch of babyLance™ is a testimony of SIMTech's strong ties with the industry. This collaboration between MediPurpose® and SIMTech should inspire Singapore SMEs to create innovative medical devices through product design and technology. Company size is not a barrier to tap the opportunities in the growing global medtech industry," commented Dr Lim Ser Yong, Executive Director of SIMTech.

6. "We are very excited about this latest addition to our blood collection medical product portfolio," said MediPurpose founder and CEO Patrick Yi. "After successfully entering the U.S. healthcare market, we commissioned

SIMTech to conduct a feasibility study of the heel incision device to complement our first product, the SurgiLance® safety lancet. SIMTech followed up on that study by seconding Sun to work with our engineers.”

7. The babyLance™ will be available in two models:

- The **babyLance™ Newborn (BLN)**, which delivers an incision depth of 1.00 mm.
- The **babyLance™ Preemie (BLP)**, which delivers an incision depth of 0.85 mm.



babyLance™ Newborn

8. In particular, the babyLance™ heel incision device includes thoughtful innovative features for end-users in providing safety, comfort and ease of use:

- **Ease of activation:** Reduces trigger activation force, thereby significantly reducing the risk of bruising
- **Unique positioning design:** Facilitates a stable and accurate placement against the targeted section of the infant’s heel while ensuring the procedure can be performed consistently and quickly
- **Compliance with regulatory and quality standards:** The babyLance™ cutting blade’s swift pendulum action makes an incision that complies with the CLSI LA4-A5 established guidelines
- **Cost effectiveness:** The babyLance™ heel incision device incorporates unique design characteristics that allow for the most cost-effective manufacturing process



babyLance™ Preemie

9. More information about babyLance™ - including demonstration videos and free product sample requests - is available at www.mediurpose.com/babylance.

XXX

Media Contacts

Patrick Yi, Founder and CEO
tel: +1-770-448-9493
e-mail: patrickyi@medipurpose.com

Mark Stoppenbach, Vice President–Blood Collection and Analytics
tel: +1-770-448-9493
e-mail: markstoppenbach@medipurpose.com

Lee Swee Heng
Science and Engineering Institutes
for Singapore Institute of Manufacturing Technology
Tel: 6793 8368
Email: leesh@scei.a-star.edu.sg

About MediPurpose

Founded in 1999, MediPurpose is a leading [medical device company](#) headquartered in [Singapore](#), with offices in the [United States](#) and Europe.

Known for its innovation of the [SurgiLance® Safety Lancet](#), MediPurpose has leveraged its success in the medical device industry to become a [master medical product distributor](#).

MediPurpose also offers [angel funding](#), medical product development and medical device consulting for [medical device inventors](#) and medical product companies seeking entrance or expansion into the [medical device markets](#).

For more information about MediPurpose's [medical products](#), [medical distribution channel management](#) services and [medical device development](#) services, please visit www.medipurpose.com.

About Singapore Institute of Manufacturing Technology (SIMTech)

The Singapore Institute of Manufacturing Technology (SIMTech) is a research institute of the Science and Engineering Research Council (SERC) of the Agency for Science, Technology and Research (A*STAR). SIMTech develops high value manufacturing technology and human capital to contribute to the competitiveness of the Singapore industry. It collaborates with multinational and local companies in the precision engineering, electronics, semiconductor, medical technology, aerospace, automotive, marine, logistics and other sectors.

For more information, please visit: www.SIMTech.a-star.edu.sg

About the Agency for Science, Technology and Research (A*STAR)

The Agency for Science, Technology and Research (A*STAR) is the lead agency for fostering world-class scientific research and talent for a vibrant knowledge-based and innovation-driven Singapore. A*STAR oversees 14 biomedical sciences, and physical sciences and engineering research institutes, and seven consortia & centre, which are located in Biopolis and Fusionopolis, as well as their immediate vicinity.

A*STAR supports Singapore's key economic clusters by providing intellectual, human and industrial capital to its partners in industry. It also supports extramural research in the universities, hospitals, research centres, and with other local and international partners.

For more information about A*STAR, please visit www.a-star.edu.sg.

###