



FOR IMMEDIATE RELEASE

Contact:	Steve Bosio, President	Newmatic Medical
	Direct: 616-871-3245	6850 Southbelt Drive
	Fax: 616-656-2475	Caledonia, MI 49316
	SBosio@NewmaticMedical.com	NewmaticMedical.com

MarketLab, Inc. Acquires Newmatic Medical

Caledonia, Michigan, November 15, 2010 — MarketLab, Inc., a leading catalog supplier of speciality products and services for healthcare professionals, announced today that it has signed a definitive agreement to acquire substantially all of the assets of Newmatic Medical, of Petaluma, California. Terms of the transaction were not disclosed.

Newmatic Medical is a direct marketer of MRI products and accessories, including sound system, headphones, wheelchairs, and stretchers. The company was founded in 1986 and serves over 5,000 customers.

“This represents a great opportunity for MarketLab,” said Mike Bieker, MarketLab Founder and Chief Executive Officer. “Newmatic is a well established brand in the MRI marketplace and provides customers with a broad MRI product offering and solid service. The company offers access to new customers that we can serve with some of MarketLab’s existing products while increasing our penetration in the hospital marketplace. We are excited about the growth opportunities and synergies that Newmatic brings.”

About Newmatic Medical

Newmatic Medical is a direct marketer of MRI products and accessories, including sound system, headphones, wheelchairs, and stretchers. The company was founded in 1986 and serves over 5,000 customers. They are committed to providing innovative solutions that make a significant contribution to a better MRI experience for patients and providers. For more information, visit NewmaticMedical.com.

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