Baxa Corporation
14445 Grasslands Drive
Englewood, CO 80112

tel: 303-690-4204
fax: 303-690-4804
baxamail@baxa.com
www.baxa.com

NEWS RELEASE

IMMEDIATE RELEASE
May 12, 2008

Baxa Corporation Wins Colorado BMA 2008 Gold Key Awards

Baxa campaign awarded 2008 Business Marketing Association Gold Key Awards for Best Strategy and Best Integrated Campaign.

Englewood, Colo. – Baxa Corporation, a Denver-based manufacturer of medical devices for healthcare systems, has won two 2008 Business Marketing Association Gold Key Awards for its integrated direct mail campaign featuring the PadLock® Set-Saver product. One of Colorado's most highly acclaimed marketing competitions, the BMA Gold Key Awards were presented during a ceremony held on May 3rd at the Cable Center at the University of Denver. The 2008 BMA Gold Key Awards featured 47 award categories and competitions. More then 130 entries were received from Colorado's top B2B businesses and agencies. Entries were reviewed by a panel of six independent judges from across the country. The Baxa PadLock campaign was selected for *Best Integrated Campaign* in the under $50,000 category, as well as *Best Strategy* among all of the business-to-business submissions.

The winning entry – the PadLock Set-Saver product launch – promotes this new product to an entirely new market for Baxa Corporation. The campaign focused on the product's features and benefits while providing a variety of different components for raising customer interest and awareness and promoting Baxa to this new market – IV nurses. A 3-D mailer caught the attention of the intended audience with its metallic silver packaging and distinct PadLock green color scheme. An enclosed sample reinforced the product messaging and allowed the nurses to see exactly how the product works. The complete campaign was notably for its comprehensiveness, despite a very small overall budget.

"This campaign represented an opportunity to introduce the PadLock product and the Baxa brand to a new set of customers," notes Eric Brettillo, Director of Creative Services for Baxa Corporation. "I'm extremely proud of the efforts of the Marketing and

– more –

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Creative Services teams and we are honored to be recognized alongside the outstanding entrants for this year's BMA awards."

Among the campaign components were a specialty product Web site featuring a video demonstration and providing an opportunity for feedback and a postcard that was sent out separately to continue the brand awareness focus. The campaign has provided generous feedback and will be used as a basis for new product launches in the future.

The PadLock Set Saver is designed to promote best practice for aseptic IV administration set storage; preventing contamination of the administration set when disconnected from the patient. The recently released product provides temporary storage of the IV administration line between drug administrations, replacing the need for single-use, sterile caps.

About Baxa Corporation

Baxa, a customer-focused medical device company, provides innovative, solution-based technologies for medication handling and delivery. Its systems and devices promote the safe and efficient preparation, handling, packaging, and administration of medications. Key products include the PadLock® Set Saver, Rapid-Fill™ Automated Syringe Fillers, Exacta-Med® Oral Dispensers, MicroFuse® Syringe Infusers, Repeater™ Pharmacy Pumps, and Exacta-Mix™ and MicroMacro™ Multi-Source Automated Compounders; used worldwide in hospitals and healthcare facilities. Privately held, Baxa Corporation has subsidiaries and sales offices in Canada and the United Kingdom; direct representation in Austria, Belgium, Finland, France, Germany, Luxembourg, The Netherlands and Switzerland; and distribution partners worldwide. Further information is available at www.baxa.com.

About Colorado BMA

The Business Marketing Association (BMA) is a national organization that unites professionals who specialize in business-to-business marketing and communications. The Colorado Chapter has more than 350 members and has been named the "Chapter of the Year" thirteen of the past fifteen years. The BMA Gold Key Awards is Colorado's most prestigious competition dedicated solely to business-to-business marketing. For more information, please contact Marilee Yorchak at 303.607.9957 or email info@bmacolorado.org.

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Contact:
Marian Robinson, Vice President, Marketing
Baxa Corporation: 800.567.2292 ext. 2157 or 303.617.2157
Email: marian.robinson@baxa.com

Maggie Chamberlin Holben, APR
Absolutely Public Relations: 303.984.9801 or 303.669.3558
Email: maggie@absolutelypr.com