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NEWS RELEASE

**IMMEDIATE RELEASE**  
September 22, 2009

**Baxa Corporation to Feature NeoThrive® Dedicated Enteral Feeding System  
at Neonatal Nursing Conference**

*Baxa announces its focus on the complete NeoThrive Enteral System to be demonstrated at a key nursing conference this month in Austin, TX.*

Englewood, Colo. – Baxa Corporation is featuring its NeoThrive Enteral Feeding System during this month’s National Association of Neonatal Nurses (NANN) Conference. The NeoThrive System uses distinct “enteral only” orange coloring and a specialty connector to eliminate the risk of serious IV line misconnections. Through a specialized product line of dedicated enteral syringes and enteral syringe pump, the NeoThrive System provides safe feeding in the NICU for fragile babies.

The 25<sup>th</sup> Annual NANN meeting is being held from September 23-26 in Austin, TX at the Austin Convention Center where Baxa will be present at booth #233. This conference provides a unique opportunity for neonatal nurses to learn how the NeoThrive Enteral Pump combines visual cues and clear identification to ensure the safety of NICU feeding. In combination with the NeoThrive Enteral Syringes, the first syringes designed exclusively for enteral feeding, the system ensures patient safety by preventing the use of IV syringes for enteral feeding, thereby avoiding wrong-route administration.

“Baxa is committed to presenting a safe solution for feeding misconnections in the NICU,” states NeoThrive Product Manager, Megan Kleckner. “The NeoThrive Enteral Feeding System uses a unique, oral-only tip design in conjunction with a NICU-specific pump to eliminate risk. The system is intended to provide nurses with peace of mind when feeding their neonate patients.”



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## NeoThrive Feature

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Baxa Corporation is a world leader in developing innovative technology for the safe handling, packaging and administration of medications in hospital and alternate-care settings. Renowned for enhancing patient safety in the pharmacy, the NeoThrive System brings Baxa Corporation's 35 years of experience in patient safety to the NICU.

### 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<sup>®</sup> Set Saver, Rapid-Fill<sup>™</sup> Automated Syringe Fillers, ExactaMed<sup>®</sup> Oral Dispensers, MicroFuse<sup>®</sup> Syringe Infusers, Repeater<sup>™</sup> Pharmacy Pumps, the DoseEdge<sup>™</sup> Dose Management System and ExactaMix<sup>™</sup> Multi-Source Automated Compounders; used worldwide in hospitals and healthcare facilities. Its subsidiary FHT, Inc. produces the IntelliFill *i.v.*<sup>®</sup> automation. Privately held, Baxa Corporation has subsidiaries and sales offices in Florida, Canada and the United Kingdom; direct representation in Austria, Belgium, Denmark, Finland, France, Germany, Luxembourg, The Netherlands and Switzerland; and distribution partners worldwide. Further information is available at [www.baxa.com](http://www.baxa.com).

### About National Association of Neonatal Nurses (NANN)

Founded in 1984, the National Association of Neonatal Nurses (NANN) represents the community of neonatal nurses that provides evidence-based care to high-risk neonatal patients. NANN is recognized as the expert voice that influences standards of practice through advocacy, collaboration, and leadership. A professional nursing society, it supports its members by enabling them to alleviate suffering and protect, promote and restore health to infants and their families. It sponsors an annual conference and publishes *Advances in Neonatal Care*, a bimonthly peer-reviewed, medical journal. NANN is headquartered in Glenview, IL. For more information, visit our Web site [www.nann.org](http://www.nann.org).

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