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NEWS RELEASE

IMMEDIATE RELEASE

April 6, 2009

Baxa Corporation Gets Social With Facebook and LinkedIn

Colorado Medical Device Company invites customers to just “have fun” and use social media tools to connect and share experiences.

Englewood, Colo. – Baxa Corporation, a leading developer of technology for the safe handling, packaging and administration of fluid medications, has joined the social media craze by hosting both a corporate Facebook page and a LinkedIn Business Group. More and more healthcare facilities, medical device companies and hospitals are using social media as a powerful tool to interact with their customers on a more personal level – complementing their more formal Web site content.

“Baxa Corporation is a company on the leading edge of health-system technology and innovation. Utilizing tools like Facebook and LinkedIn as marketing media for the company furthers our brand position to social media users who are technologically savvy and forward-thinking,” states Marian Robinson, VP, Marketing.

Social media is one of the world’s fastest growing marketing tools. Reports show that more than two-thirds of online adult Americans are engaging in blogs, communities or social networks. Baxa selected Facebook because research indicates that visitors to social networking sites and communities have increased brand loyalty and purchase five times as often as average users. Facebook and LinkedIn also provide the business with strong detailed data and valuable metrics. This data includes demographics, performance, activity and trends to find out who is engaging with the business and how.

Social Media has radically changed the way people communicate. Users of social media are free to create and share all types of content with customers, partners, vendors and fellow bloggers. For the corporate world, this freedom can mean loss of control for messaging and brand reputation but this can be extremely positive. Baxa Corporation has built its business on listening to customers and responding to their needs.

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NEWS RELEASE

Social Media
Page 2

Adding social media tools to the Company's marketing tools provides a new channel for finding out how customers feel about Baxa and its products. Further, connecting and interacting online with customers builds trust and understanding.

Baxa Corporation provides systems and products that streamline pharmacy operations for oral liquid delivery, sterile IV preparation and mixing multi-source parenteral solutions. The company's products provide solutions for enhancing patient safety, improving drug preparation procedures and reducing the opportunity for medication errors.

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 Facebook

Founded in February 2004, **Facebook** is a social utility that helps people communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections. Anyone can sign up for Facebook and interact with the people they know in a trusted environment. Facebook is a part of millions of people's lives all around the world. Facebook is a privately-held company and is headquartered in Palo Alto, Calif. Baxa Corporation's Facebook fan page is found at: <http://www.facebook.com/home.php#/pages/Englewood-CO/Baxa-Corporation/38102266038?ref=ts>

-More-



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NEWS RELEASE

Social Media
Page 3

About LinkedIn

LinkedIn takes your personal business network online, giving you access to people, jobs and opportunities like never before. Built upon trusted connections and relationships, LinkedIn has established the world's largest and most powerful business network. Currently, over 27 million professionals are on LinkedIn, representing all five hundred of the Fortune 500 companies, as well as a wide range of household names in technology, financial services, media, consumer packaged goods, entertainment, fashion, and numerous other industries. Baxa Corporation's LinkedIn group page is found at:

http://www.linkedin.com/groups?about=&gid=1828559&trk=anet_ug_grppro

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