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NEWS RELEASE

IMMEDIATE RELEASE

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Baxa Corporation Launches New Electronic Users' Group Web Site

Baxa Corporation announces the launch of a new electronic users' group Web site for health-system users of Baxa software and pharmacy automation equipment. This updated version of eBUG, or electronic Baxa Users' Group provides an Internet community for sharing user experiences and best practices, as well as offering online technical support and tools for improving the user experience with Baxa products.

Englewood, Colo. – Baxa Corporation, a Denver-based manufacturer of medical devices and systems for preparing, handling, packaging, and administering medications, announces the release of a newly designed Web site for health-system users of its software and pharmacy automation products. The online forum, known as *eBUG* for electronic Baxa Users' Group, offers a variety of technical features, along with creating a virtual 'community' for sharing pharmacy best practices and the benefits of user experience.

eBUG, an eCommunity for Baxa hardware and software customers, originally launched in 2005 to provide a forum for conversations and information sharing about the company's products. Over time, users gave feedback on specific information and capabilities they would like to see added to the site to improve its utility and provide a greater user experience. The result is a new and improved site that promotes interaction — allowing customers to ask questions of the Baxa Technical Support team and/or other fellow eBUG members. In addition, eBUG provides access to essential product information at users' fingertips, with technical support tools and information they can read and download and a feature to stay updated on important information through RSS feeds or email alerts.

"eBUG members and other customers evaluated our previous site, giving us feedback for improvements", stated Michael Abla, eBUG Manager. Baxa used survey responses and other customer feedback to learn more about eBUG members, their operational challenges and what they consider valuable about the eBUG site and



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other users' group. This set the stage for the site upgrade project kicked off in fall 2007.

Aside from user-suggested improvements to the site, Baxa had a goal of improving the integration of eBUG content with other company resources such as the corporate Web site, www.baxa.com, and encouraging social networking. The intention was to create a platform for richer content, such as online product demonstrations, real-time software downloads and self-service technical support. Improved security features at the new eBUG site allow access to product-specific policy and procedure guidelines, technical papers and clinical data, user manuals and other proprietary product resources and support materials. The site also allows easy access for downloads, and improved navigation and personalization capabilities. For more information on Baxa Corporation visit www.baxa.com. Baxa customers can access the free eBUG subscription at ebug.baxa.com.

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. 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

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