



Health Robotics Re-Enters the Italian Market With Its World-Leading Robotics and Software Automation Tools

Bozen, Sud-Tirol, Italy – February 7th, 2011.

Health Robotics today announced that it recently decided to re-start sales and service operations in Italy, after a three-year absence in connection with a prior agreement with Gruppo Loccioni. With over 60 hospital customers under contract carried forward from the company's 2006-2007 presence in the Italian market, Health Robotics is on the brink to replicate its worldwide success within its home country of Italy. The company's All-Digital solutions, including Oncology Care, will continued to be showcased at its pre-2008 installations: Campus Biomedico University Hospital, La Maddalena Cancer Center, Ospedale di Treviso, Gruppo Auxologico in Milan, and Bolzano General Hospital.

"Everybody at Health Robotics is quite excited about the prospects of finally returning to our home market, housing over 70% of our employees, and the genesis of our Research and Development Center and new factory operations in Trieste. I look forward to building in Italy a marketing and service channel strategy that rivals the unprecedented success we have already experienced in America, Middle-East, Asia-Pacific, and rest of the European Union. Additionally, it is indeed rewarding that many representatives of the Italian Hospital Pharmacy Sector have expressed their relief that Health Robotics returns to support their unmet needs. After 3 years of focusing on worldwide expansion and new product development, the late-2010 expiration of the prior agreement to temporarily assign Italian market operations to Gruppo Loccioni makes possible our return home", stated Gaspar DeViedma, Health Robotics' Executive Vice President.

Starting with the hosting of an Open House Event this Spring, and culminating with our July 2011 Annual Worldwide Training, both to be held in Trieste's Area di Ricerca [Research and Development Park], Health Robotics will shortly select a combination of regional direct sales, local agents, and medical distributors amongst some of the well-established Italian medical equipment regional and national specialists that have already expressed strong interest in representing our unique robotics and software automation solutions and filling the void in the market. Health Robotics expects to quickly re-establish the Italian market momentum in the IV Robotics Sector to pre-2008 levels.

About Health Robotics:

Health Robotics is the undisputed global leading supplier of life-critical intra-venous medication robots, providing over 170 hospital installations in 5 continents with robotics technology and software automation solutions deployed utilizing virtual high-availability technology. Its world-leading solutions CytoCare® [hazardous IVs], i.v.STATION® [non-



hazardous IVs], i.v.SOFT® [workflow engine for manual compounding], MEDarchiver® [life-critical clinical information system], and TPNstation™ [totally-automated parenteral nutrition] have and will greatly contribute to ease hospitals' growing pressures to improve patient safety, increase throughput and contain costs. Through the effective and efficient production of sterile, accurate, tamper-evident and ready-to-administer IVs, Health Robotics' solutions help hospitals eliminate life-threatening drug and diluent exchange errors, decrease other medical mistakes and sterility risks, work more efficiently, reduce waste and controlled substances' diversion, and diminish the gap between rising patient volume/acuity and scarce medical, nursing, and pharmacy staff. For more information, please visit: <http://www.health-robotics.com>

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