



## Health Robotics Announces Successful Transition to New and Distinctively Superior Distribution Channels in North America

**Bozen, Sud-Tirol, Italy – February 11<sup>th</sup>, 2009** – Health Robotics today announced the successful completion of the transition from its prior sales and support channels in North America to McKesson and Health Robotics Canada Inc., with triple digit growth in sales and installations, renewal of North American customers' commitment to Health Robotics' world-leading and revolutionary products, and greatly improved customer satisfaction.

*"I'm very satisfied with our progress since last Summer we decided to terminate for cause the prior underperforming and inept distribution and service channels in North America, and also with the fact that we have accomplished so much more over the last 6 months than in the prior 3 years combined, stated Werner Rainer, Health Robotics' CEO.*

The first area that Health Robotics and its 2 new North American partners set to rectify in August 2009 was the service personnel' hiring and training, the creation of a North American spare parts depo, and the organization of a customer help desk, all lacking from prior distributors, in direct and material breach of their service obligations. Since last Fall, we have turned the corner on installations as confirmed by the CytoCare implementation at the University of Pennsylvania Hospital and the renewed commitment to CytoCare by the University of Colorado Hospital and other key academic medical centers in America.

*"I want to congratulate McKesson for the commitment they showed to service and support by devoting more than 15 FTEs to multiple months of both classroom and field training, culminating on February 5<sup>th</sup> with the hand-over to McKesson of all CytoCare service and support activities in North America. McKesson devoted in only 6 months over 100 times more hours to installation and training than all our prior distributors combined in the prior 3 years, culminating with the results achieved at Brigham and Women's Hospital which may be witnessed at <http://www.health-robotics.com/en/customers/> and that were showcased February 8<sup>th</sup> on ABC News-Boston Channel, an example of the high level of customer satisfaction once the prior distributors were fired", continued Mr. Rainer.*

The next area [after service] that Health Robotics and its 2 new North American partners set to significantly improve was to expand business development activities. Starting with the December 2009 ASHP Midyear symposium in Las Vegas, our 2 new North American distributors have generated enough new contractual relationships in only 2 months to permit at least 50 new installations in 2010, over ten times more units in only 1 year than the prior 3 years' combined installations of the now-terminated prior distribution channels. With the rest of 2010 still ahead of us, this is an unbelievable achievement.



*“Although we still have a lot of work ahead of us in North America including the optimization of new partners for TPNstation & the I.V. Room of the Future, we have now demonstrated with results what we suspected in prior years about the unprecedented ineptitude of our prior distribution channels, blaming everyone else for their own shortcomings in frivolous lawsuits against third parties [none against Health Robotics], including legal threats to their own American hospital customers. It made no sense to us in prior years that while our products received worldwide accolades, North America’s feedback was so different. It is very rewarding now to see how positively the same American hospitals perceive our products after they no longer have to deal with our prior distributors. Later this month we will begin to announce the complete list of our 2 new partners’ 2010 installations of CytoCare, i.v.STATION, & i.v.SOFT”, stated Mr. Rainer.*

**About Health Robotics:**

Health Robotics is the undisputed global leading supplier of life-critical intra-venous Medication Admixture robots, providing healthcare facilities in 4 continents with robotics technology and software automation solutions. Its world-leading solutions CytoCare™ [hazardous IVs], i.v.STATION™ [non-hazardous IVs], i.v.SOFT™ [workflow engine for manual compounding], and TPNstation™ [totally-automated parenteral nutrition] have and will greatly contribute to ease hospitals’ growing pressures to improve patient safety. Through the effective and efficient production of sterile, accurate, tamper-evident and ready-to-administer IVs, Health Robotics helps hospitals to eliminate life-threatening drug-exchange errors, to decrease other medication mistakes and sterility risks, to work more efficiently, to increase throughput, to reduce waste and controlled substances’ diversion, to contain costs, and to reduce the gap between rising patient volume/acuity and scarce nursing and pharmacy staff. For more information, please visit <http://www.health-robotics.com>

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