



Health Robotics expands and diversifies Global Channel Strategies with Joint-Ventures & Direct Operations

Bozen, Sud-Tirol, Italy – July 13th, 2009 – Health Robotics today announced that it has decided to complement its successful indirect channel strategies with direct investments in local infrastructure at a few territories where a couple of Health Robotics' distributors have been negatively affected by a number of factors, such as the global economic crisis, a distributor's litigation with investors, and some financial difficulties supporting our customers. Some of these new channel strategy decisions have followed a direct channel operation model, while others have taken the form of JV (joint venture) channel strategies.

As part of this new strategy, Health Robotics will shortly make a series of detailed announcements on steps it recently undertook, for instance entering direct operations in Germany with the execution of a contract with Charité-Universitätsmedizin Berlin; plans to establish JVs in North America and South East Asia; expanding its indirect channel partner line-up in Taiwan and Oceania; and if necessary, terminating for cause some of Health Robotics' indirect distribution agreements with companies that might be unwilling or unable to adequately support our customers.

"This key milestone to diversify and expand beyond our traditional indirect channels demonstrates the company's maturity and its financial stability in this global economic crisis, already proven with the recent release of 2008 Financial Results. While Health Robotics continues to be fully committed to its indirect channel partners, it has become necessary to take this step in order to protect some of our customers' investments in Health Robotics' technology and insulate our customers from the negative effects that the economic crisis has had on some of our distributors and the pending litigation between one of our distributors and its capital founders. Without this swift intervention, some of these factors could potentially have had a serious negative impact of the on-time delivery of our products to customers, something we are not willing to tolerate. At Health Robotics, our customers' best interests shall always take precedence over other marketing or sales channels factors or considerations", stated Werner Rainer, CEO of Health Robotics.

About Health Robotics:

Health Robotics is the global leading supplier of life-critical intra-venous medication preparation, compounding, and dispensing Robots, with fifty-times more units sold than all of its competitors combined, and providing healthcare facilities in four continents with robotics technology and software automation solutions. The world-leading solutions CytoCare [hazardous IVs], i.v.STATION [non-hazardous IVs], and the current development of TPNstation [parenteral nutrition] have and will greatly contribute to ease global hospitals' growing pressures to improve patient safety through the effective and efficient production of sterile, accurate, and ready-to-administer IVs, to eliminate life-threatening drug-exchange errors, to decrease other medication errors and contamination risks, and to work more efficiently, increase throughput, reduce waste, and contain costs.

For additional information, please contact:

Health Robotics



Health **Robotics**

Gaspar G. DeViedma
Europe: +39 (346) 963-4934
USA: +1 (609) 980-7976
gaspar.devedma@health-robotics.com