



ATTENDS HEALTHCARE PRODUCTS AWARDED FOR MARKET SHARE GROWTH

Annual GHX Program Recognizes Medical-Surgical Manufacturers

GREENVILLE, N.C. – March 25, 2010 – Attends Healthcare Products, Inc., today announced it is a recipient of a 2010 GHX Best-in-Class Award in the Adult Incontinence category. Best-in-Class status is determined through a combination of year-over-year market share growth and total market share through year-end 2009. The winners will be honored at the 10th Annual GHX Supply Chain Summit in Orlando March 29-31, 2010.

“We are very excited and pleased to be recognized by GHX,” said Matt Zielinski, vice president of Marketing at Attends. “Our strategy and focus over the past few years has been on helping our customers grow their businesses by providing them with the products, tools and programs necessary to exceed consumer expectations. As their businesses have benefited and grown, we have enjoyed the accompanying increase in share.”

Attends Healthcare Products was among the 31 leading medical-surgical product manufacturers recognized by GHX in six market segments and 35 product categories, ranging from electrosurgical products to microbiology reagents. Winners were determined using GHX Market Intelligence reports that analyze national distributed sales transaction data.

“We are extremely pleased to honor Attends Healthcare Products for its leadership position in Adult Incontinence,” said Ed McCauley, vice president of E-Sourcing and Business Intelligence at GHX. “Attends’ performance proves that despite the down economy there continue to be market opportunities for manufacturers if they know where to target their sales efforts.”



With information provided by 27 of the nation's leading distributors, GHX Market Intelligence tracks and reports on more than \$35.5 billion of distributed sales for medical-surgical and clinical laboratory supplies and devices. It is the only comprehensive source for accurate, detailed and timely data for the acute and alternate site healthcare markets, containing geographically relevant and competitive market share, size and average selling price reporting down to the three-digit ZIP code level.

About Attends Healthcare Products

Greenville, N.C.-based Attends Healthcare Products is a pioneer in the incontinence industry, with a singular focus on adult incontinence care. Developing trusted, quality adult incontinence products for over 30 years for use in nursing homes, hospitals and homes across North America, Attends strives to be the preferred provider of incontinence solutions for our customers, caregivers and consumers.

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