



PRESS RELEASE: For Immediate Release

Data Innovations acquires David G. Rhoads Associates

Acquisition will add unique products and services to Data Innovations clinical laboratory middleware suite.

July 1, 2009 – South Burlington, VT: Data Innovations (DI), a global clinical laboratory middleware company, today announced that it has acquired David G. Rhoads Associates (Rhoads), a leading developer of quality assurance, statistical analysis, and laboratory management software for clinical laboratories. Under the terms of the agreement, DI will acquire 100 percent of the equity interests of Rhoads, a privately held Pennsylvania based company. Rhoads has been providing consultation, training, and products both directly to laboratories and to its partners for over 25 years. Over 2,500 copies of Rhoads' EP Evaluator (EE) software are in use worldwide. EE and Data Innovations' middleware products, Instrument Manager (IM) and Laboratory Production Manager (LPM), are both targeted to the same market, but offer distinct and complementary features.

"The Rhoads products, services, and personnel are an exciting addition to our company as we continue to pursue both our organic and inorganic growth strategies" stated Gregory Vail, President of DI.

Dr. David Rhoads, President of Rhoads added "With the addition of DI's resources, I believe we have positioned our unique products and services to go to the next level and I have committed to be with DI for at least 2 years to see that through."

"We strive to offer our customers the most comprehensive solutions to increase efficiency and improve workflow and the addition of EP Evaluator to our portfolio shows that commitment", commented Hunter Bagwell, Sales and Marketing Manager of DI.

"We look forward to integrating EE with DI's middleware products, creating additional value when both are present", stated Don Jarvis, Worldwide Director of R&D of DI.

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