

For further information:
Courtney Liebenrood
Obsidian Public Relations
(901) 240-5365 P
courtney@ObsidianPR.com

VeinViewer by Luminetx™ Garners Spotlight With International Design Award

Memphis, Tenn., July 5, 2007 – The VeinViewer, a breakthrough technology and premier product of Memphis-based Luminetx Corp., shines a light on a patient's vascular system. Now, the world's premier design publication, *The International Design Magazine*, is shining a light on the VeinViewer.

ID Magazine has awarded an illustrious Design Distinction Award to Luminetx and Integrated Design Systems of Great Neck, N.Y., for the collaborative design work on the VeinViewer, which made its debut on the market in the fall of 2006. The prestigious award winners – only 150 worldwide – will be featured in the magazine's July/August 2007 issue.

VeinViewer is the first and only patented technology to locate subcutaneous vasculature and project real-time images directly onto the surface of the skin. Health care professionals are able to keep their hands free during procedures while the system accurately maps the patient's vasculature regardless of age, body type or skin tone. Recognized by *TIME Magazine* as "one of the most amazing medical inventions," the technology provides clinicians with a safe, non-invasive adjunct technology for clinical treatments and procedures including, but not limited to, IV insertion, routine venipuncture (blood sampling) and PICC line insertion.

"IDS (Integrated Design Systems) is a world-class design firm. Working with the Luminetx R&D team, they created the VeinViewer's form factor and provided plastics and mechanical engineering design services. IDS understood our aggressive time to market requirements and worked in partnership with us to achieve success," said Mark Darty, executive vice president of Research & Development & Manufacturing at Luminetx. "This award illustrates the cooperation and teamwork necessary to bring such a breakthrough product to market. The dedication, talent and accomplishment of each team member at both Luminetx and IDS have contributed to this success."

Integrated Design System's founder and principal designer Michael Paloian echoed Darty's thoughts and insight on the positive design experience between the two companies. "Although I have worked with hundreds of companies during my 30-year professional career as a designer, I have rarely had the opportunity to work

with anyone quite like Luminetx," Paloian said. "The experience was uniquely positive because of Luminetx's exceptional staff, the revolutionary technology, an extremely ambitious development schedule and the company's unwavering desire for excellence."

About Luminetx

Based in Memphis, Tenn., Luminetx Corporation discovers, develops and commercializes bioscience technologies. Technology magazine *Red Herring* named Luminetx among its 2006 list of "Top 100 Companies in North America." The company's premier product, VeinViewer, is now available and in use nationwide. For more information on Luminetx and VeinViewer, visit www.luminetx.com.

About IDS

Integrated Design Systems, Inc., a full-service industrial design consulting firm, delivers intelligent, innovative product design—from initial concept to full production by blending breakthrough creativity with unmatched expertise in materials and manufacturing. During the past 25 years, IDS has developed hundreds of products across all markets ranging in size from large complex systems to small hand-held devices. Clients have varied in size from major corporations to individual inventors.

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