

Diagnostic Ultrasound grants exclusive distribution rights to Direct Supply in the long term care market

BOTHELL, WA – Diagnostic Ultrasound Corporation (Bothell, WA) is pleased to announce a new product distribution agreement with Direct Supply, Inc. (Milwaukee, WI), the nation’s leading supplier of equipment to the long term care profession. The agreement names Direct Supply as the exclusive BladderScan® distributor to the skilled nursing and assisted living markets.

“We’re very pleased to partner with Direct Supply, who has forged an incredibly efficient supply company for assisted living and long term care,” says Gerald McMorrow, CEO of Diagnostic Ultrasound.

Diagnostic Ultrasound’s BladderScan® is a portable, noninvasive ultrasound device that measures bladder volume. When used as part of a comprehensive incontinence management program in long term care facilities, BladderScan® is clinically proven to reduce incontinence, prevent unnecessary catheterization and related infections, improve job satisfaction among caregivers and help reduce the cost of care.

Direct Supply, Inc. is the nation’s leading supplier of equipment to the long term care industry. Direct Supply has nearly 20 years of experience serving the eldercare market exclusively, offering nearly 1 million products to over 36,000 skilled nursing and assisted living facilities nationwide. Their equipment offering focuses primarily on healthcare equipment, furnishings, environmental solutions and foodservice. For more information, visit www.DirectSupply.net.

Diagnostic Ultrasound Corporation is a fast-growing corporation that develops, manufactures and distributes innovative medical ultrasound devices. Their mission is to advance patient care by making noninvasive ultrasound technology easier to use, less expensive and more accurate. Diagnostic Ultrasound’s patented BladderScan® technology is now the accepted standard of care for bladder volume measurement. The company has grown from a small start-up venture to a thriving and profitable international corporation with annual sales of approximately \$30 million. For more information, visit www.dxu.com.

BladderScan® is a registered trademark of Diagnostic Ultrasound Corporation. All rights reserved.

CONTACT: Jessica McMorrow, Public Relations Specialist of Diagnostic Ultrasound Corporation, +1-425-867-1348, ext. 1417, or 800-331-2313 (US and Canada only), or fax, +1-425-883-2313.