

**MENNEN MEDICAL RECEIVES FROST & SULLIVAN 2009 EUROPEAN PATIENT MONITORING
TECHNOLOGY LEADERSHIP AWARD**



Tel Aviv, Israel; Southampton, PA – August, 2009 – Mennen Medical, a leading provider of patient monitors, cardiac catheterization and electrophysiology systems, announced today that the global growth consulting company Frost & Sullivan has awarded Mennen Medical the 2009 European Patient Monitoring Technology Leadership of the Year Award.

This prestigious award is bestowed upon the company that has demonstrated excellence in technology leadership within their industry.

Frost & Sullivan presented the "2009 European Patient Monitoring Technology Leadership of the Year Award" to Mennen Medical for its innovative and advanced technological platform – the CIPAM, which is being used by Mennen Medical in its patient monitors and hemodynamic applications.

The CIPAM (Configurable Isolated Physiological Acquisition Module) is Mennen's front end board, which features multiple acquisition units for measuring various physiological parameters. The technological advantage of the CIPAM is based on several years of development, resulting in a single board that includes all parameters' acquisition components. This enables a development of a wide range of new products which are compact and sizable and yet have the same powerful abilities of the current multiple boards which are used by other manufacturers.

Mennen Medical has already developed applications with the CIPAM, among them the CFE, which is the front end of Mennen Medical's hemodynamic system, the VitaLogik 4X00, which is a portable compact patient monitor and the VitaLogik 5X00 – a mid range bed side monitor. All these applications have gained FDA and CE clearances. Mennen Medical is planning to launch the VitaLogik 6X00 patient monitor by the end of 2009 – which is expected to be the leading "member" in the VitaLogik family.

The VitaLogik bed-side patient monitoring line is considered to be a high end line of products which provide a reliable and wide solution for critical to intermediate care patients from neonates to adults.

By introducing the newly developed CIPAM board, Mennen Medical has established a new platform that will lead the way for the next generation of Mennen Medical's patient monitoring line, which is currently being developed by the company's R&D team.



Mennen Medical's President, Erez Nimrod, stated: "It is our strategy to constantly strive for high quality devices with innovative technologies. We are very proud to have this most modern technology which is the basis for our entire monitoring product line and honored by its recognition by Frost and Sullivan. Since the successful introduction of the CIPAM we have already started the development of our next generation – the CIPAM *Pro* which will be based on Motorola's latest advanced OMAP 3 technology. This will be introduced to the market, during 2010, together with new, state of the art products, and therefore expand our product variety. I have no doubt that the high quality of our existing devices and the new products being released, will assure Mennen Medical's continuation as a leader of new technologies and innovations."

About Mennen Medical

Mennen Medical is a leading international corporation, developing and marketing cardiac catheterization and electrophysiology systems, patient monitoring, clinical data information solutions and thermoregulation products. For over four decades, Mennen has led these fields worldwide, combining cutting edge technological achievements with an uncompromising corporate culture of passionate customer service and personalized care. Mennen Medical is a privately owned company, with offices in Israel, the US and the UK.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 35 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.