



BiO2 Medical Executes Full Commercialization in the United Kingdom Partnering with United Drug Medical (UDM) as an Exclusive Distributor for the Angel® Catheter

SAN ANTONIO, Aug. 19, 2013 /PRNewswire/ -- BiO2 Medical, Inc., a Texas based medical device manufacturer with corporate offices in San Antonio, Texas, and R&D and manufacturing operations in Golden, Colorado, has signed a distribution agreement with Pyramed, a division of United Drug Medical (UDM). This milestone accomplishment grants Pyramed exclusive rights to distribute the Angel® Catheter throughout the UK and Ireland.

Pyramed is a dynamic, leading healthcare services company, which provides medical products and services in the UK and Ireland. Jane Williamson, National Sales Manager, commented, "We are delighted to partner with BiO2 Medical with the launch of the Angel® Catheter in the UK. Our ambition is to provide innovative products and solutions to our customers and we are very excited to be the first distributor for the new Angel® Catheter."

Jane Williamson continued to say, "This product introduction increases our portfolio of interventional products and we value the opportunity to be a leader in the management of pulmonary embolism with this new and pioneering device from BiO2 Medical."

Patrick Howe, BiO2 Medical's VP of Sales & Marketing stated the following, "Partnering with UDM represents a significant milestone in the commercialization of the Angel® Catheter. UDM's expertise in providing innovative therapies to critical care and interventional physicians makes them the perfect partner to distribute the Angel® Catheter."

Introducing first in class technologies, into health care systems in new geographies, requires knowledge of the regional reimbursement and market access specifics. Therefore, BiO2 Medical has been working with UK NHS market access specialist, Michael Branagan-Harris from Device Access UK to gain access into the NHS system for the Angel® Catheter. Michael Branagan-Harris is an expert in medical device reimbursement; specializing in assisting US based companies introduce medical devices into the UK market.

BiO2 Medical has also created a UK subsidiary, BiO2 Medical Limited, to provide support as it expands its commercialization efforts throughout Europe, the Middle East, and Asia (EMEA). By the end of Q4 2013, BiO2 Medical plans to expand its commercialization strategy into several countries throughout Europe and the Middle East.

For more information on Pyramed and UDM please visit www.united-drug.com

For more information on Device Access please visit www.deviceaccess.co.uk

For more information on BiO2 Medical and the Angel® Catheter, please visit BiO2 Medical's recently updated website at www.bio2medical.com

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