



CANON COMMUNICATIONS LLC

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FOR IMMEDIATE RELEASE

Canon Communications Announces New MD&M Event for Massachusetts' Converging Medical Device and Biopharmaceutical Manufacturing Industries

*BIOMEDevice—An MD&M Event exposition and executive forum to debut
April 22-23, 2009 in the Boston Convention & Exhibition Center*

Los Angeles, CA (May 13, 2008) – Following the successful October 2007 launch of BIOMEDevice—an MD&M Event in San Jose, California, Canon Communications today announced plans to produce another such event on the East Coast to serve the heavily concentrated medical device and biopharmaceutical markets in Massachusetts and New England. The New England BIOMEDevice—an MD&M Event exposition and executive forum will take place April 22-23, 2009 in the Boston Convention & Exhibition Center.

The dynamic convergence of the high-growth medical device and biopharmaceutical industries is clearly underway, and a wide range of new drug delivery systems and combination devices are already a commercial reality. Drug-eluting stents, metered dose inhalers, transdermal patches, anti-microbial coated catheters, pacing leads with steroid-coated tips, biologics in orthopedic implants and many others are already valued in excess of \$8 billion in annual revenues.

Nowhere is the demand for events to serve these converging industries greater than in Massachusetts and California. As reported in the prestigious MoneyTree Report—a collaborative effort of PricewaterhouseCoopers and the National Venture Capital Association based upon data from Thomson Financial—those two states have attracted fully 60% of the \$58 billion in venture capital funding for medical devices and biotechnology companies in the U.S. during the past decade. Further underscoring the importance of these industry segments to Massachusetts is the Life Sciences Initiative currently making its way through the Massachusetts state legislature, containing \$1 billion in capital, tax incentives and bond issues.

“The launch of BIOMEDevice in San Jose last year was met with such enthusiasm from exhibitors and attendees that an East Coast edition positioned in the highest concentration of medical manufacturers after California seemed a natural next step,” said Kevin O’Keefe, Canon’s Senior Vice President of



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events. “BIOMEDevice offers a full-scale MD&M exposition to meet the demands of this \$6 billion medical manufacturing region as well as an industry platform to facilitate the dynamic convergence of the medical device and biopharmaceutical industries. At the same time, the event’s executive forum will attract medical executives from around the U.S. to meet with their counterparts in the biopharma industry and explore investment, partnering, technology sharing, and licensing agreements.”

The Boston BIOMEDevice exposition will include 300 leading suppliers to the medical device industry and the nation’s top resources for biopharmaceutical manufacturing. The BIOMEDevice executive forum, which is supported by the Massachusetts Medical Device Industry Council (MassMEDIC), will focus on the latest technologies, designs, manufacturing methods, testing protocols, and FDA regulations and compliance procedures for new drug-device combinations, drug-delivery systems, molecular diagnostics, sophisticated imaging systems and other advances that are shaping next-generation disease detection and treatment—as well as the future of the medical device industry.

To receive complete details on BIOMEDevice—an MD&M Event in Boston, please e-mail joshua.dome@cancom.com or call 310-996-9427.

About Canon Communications

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