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**CLEARCOUNT MEDICAL SOLUTIONS RECEIVES PITTSBURGH TECHNOLOGY 50 AWARD  
FOR LIFE SCIENCES**

*- CEO DAVID PALMER FINALIST FOR CEO OF THE YEAR -*

PITTSBURGH, Pa., October 18, 2010 - ClearCount Medical Solutions, an innovator of patient safety solutions for the operating room, announced today that it was awarded the Pittsburgh Technology Council's Technology 50 Award in the Life Sciences category, at the awards ceremony October 14, held at the Hilton Pittsburgh. The Pittsburgh Technology Council has held its awards program for the past 10 years, recognizing leadership in the major technology sectors in the Pittsburgh region.

"We are very honored to receive this important recognition," said David Palmer, CEO of ClearCount Medical Solutions, who was also honored as a finalist for the CEO of the Year Award. "Our work to bring technology-based patient safety solutions to the operating room has received national attention and a growing customer base. It's great to also be recognized for the impact that such success can have on the surrounding region."

The Technology 50 honors Southwestern Pennsylvania's most successful and innovative technology companies. The awards recognize technology categories that have the potential to greatly impact regional strength and stature, recognizing companies at all stages of growth, as well as the industry's top executives. In the Life Sciences category, the judges look for candidates that deliver medical equipment, pharmaceuticals, health services; and biomedical, agricultural and environmental products and services. Finalists are chosen based on criteria including revenue growth, employee growth and retention, as well as the ability to meaningfully differentiate themselves from competitors in the industry.

ClearCount's products, the SmartSponge System<sup>®</sup> and SmartWand-DTX<sup>™</sup>, are the only products that use radio-frequency identification (RFID) to reduce the incidence of retained surgical sponges. RFID technology also gives the ClearCount the distinction of providing the only platform to both count and detect surgical sponges – two very important components for improved patient safety. Retained sponges are the most frequent and dangerous of retained surgical items (RSIs), a "Never Event" resulting in non-payment to hospitals and significant risk to patients. A large multicenter trial recently demonstrated that as little as a 30 minute surgical delay can nearly double the risk of infectious complications – every minute counts. By eliminating preventable hospital costs and delays associated with RSIs, including additional surgery and infection costs, litigation, unnecessary X-rays and anesthesia, ClearCount's products can provide hospitals an improved reputation at a rapid rate of return on investment.

**About ClearCount Medical Solutions**

ClearCount Medical Solutions is a medical device company focused on patient safety solutions. ClearCount has assembled an extendable RFID-based platform that provides a comprehensive



solution to improve efficiency while preventing medical errors. ClearCount's SmartSponge and SmartWand-DTX systems are the first RFID enabled systems for counting and detecting surgical sponges, thereby improving patient and OR safety, enhancing productivity, and reducing cost. Both products are exclusively distributed by Medline Industries. ClearCount Medical Solutions has been recognized with a Popular Science 2009 Best of What's New Award, and has received additional recognition from TIME and WIRED magazines, the 2009 Wall Street Journal Technology Innovation Award, the International Design Excellence Award (IDEA) and more. To learn more, visit [www.clearcount.com](http://www.clearcount.com).