



bk medical

Analogic Ultrasound Group

News Release

FOR IMMEDIATE WORLDWIDE RELEASE

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**BK Medical Receives Coveted Frost & Sullivan Award
in Surgical Ultrasound Market**

PEABODY, Mass. (December 29, 2011) – BK Medical, part of Analogic’s ultrasound group (Nasdaq:ALOG), announced that it has received the 2011 Frost & Sullivan North American Product Differentiation Excellence of the Year Award in the Surgical Ultrasound Market. BK Medical recently highlighted this prominent award at the Radiological Society of North America (RSNA) 97th Scientific Assembly and Annual Meeting.

“Our noteworthy accomplishments in ultrasound reflect innovation and excellence in product engineering and design, which is evidenced by our comprehensive range of ultrasound systems, including Advanced Robotics Ultrasound Technology™ (ART™), the industry’s first complete imaging solution for robotic-assisted surgery that includes the Flex Focus™ 700 Ultrasound System,” said Lars Shaw, Analogic’s vice president of global marketing. “We are committed to providing our customers with the most advanced ultrasound imaging modalities, and we are truly honored to be recognized by Frost & Sullivan in the Product Differentiation Excellence category.

“Our engineers worked closely with clinicians worldwide to develop innovative ultrasound solutions with superior imaging capabilities for a wide range of procedures. The Flex Focus 700 offers premium performance in surgery and general imaging, enabling physicians to deliver state-of-the-art diagnostic imaging to their patients with confidence,” continued Shaw.

The Flex Focus 700 is a premium performance ultrasound system designed to address the breadth of general imaging applications. The system has been very well received since its initial introduction for surgery, where BK Medical is a global leader. The BK Power Pack™ is a full back-up power solution for the Flex Focus 700 and Flex Focus 400 ultrasound systems that ensures plug-free imaging for up to four hours with potential improvements to workflow and reductions in patient wait times.

IQPAC™ technology, used in the Flex Focus 700, Flex Focus 400, and the Pro Focus™ Ultraview™ systems, provides premium quality diagnostic images for all patient types. IQPAC technology combines the company's proprietary enhanced tissue definition and angular compound imaging technologies to optimize the ultrasound image. As a result, contrast resolution is improved and the tissue margins are more easily visualized. Together, these two technologies enable improved border definition and reduced speckle noise in the image, resulting in improved image quality.

About Analogic and the BK Medical Brand

Analogic (Nasdaq:ALOG) provides leading-edge healthcare and security technology solutions to advance the practice of medicine and save lives. Analogic's ultrasound group designs and manufactures ultrasound systems and specialized transducers that are sold directly to medical practitioners under the BK Medical brand. For over 30 years, our market-leading BK Medical branded ultrasound solutions have been used to improve patient outcomes in procedure-driven markets such as urology, surgery, and anesthesia. With its award winning Flex Focus family of systems and unique transducer designs, our BK Medical products offer advanced imaging capabilities that enable real-time image guidance in an easy-to-use, portable platform. Analogic's ultrasound group has operations in Massachusetts, Denmark, Pennsylvania, Colorado, and Shanghai.

For more information on our BK Medical ultrasound products, visit www.bkmed.com.

For more information on Analogic, visit www.analogic.com.

Flex Focus, ART, and IQPAC are trademarks of BK Medical, ApS.

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