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MEDICAL DEVELOPMENT GROUP PARTNERS WITH E-ZASSI.COM™ TO PROVIDE MEMBERS ACCESS TO EXCITING NEW SOFTWARE TOOL

**-- New Efficiencies for Developing and Commercializing Medical Device Technologies Now
Available to Members of Boston-based Trade Association --**

FERNANDINA BEACH, Florida, August 12 , 2009 – e-Zassi.com™, an online decision support software system, integrated business network and medical device technology marketplace, has announced that it has partnered with Medical Development Group (MDG), a medical device trade association based in Boston. As part of this partnership agreement, MDG will provide access to the e-Zassi platform to its 450 individual members across New England. In addition, e-Zassi will also provide educational and marketing support to the members of the organization.

Created by and for medical device industry professionals, e-Zassi.com is the industry's first subscription-based, software platform that improves decision-making and increases the speed and ability for successful networking for small, medium and large companies, clinicians, service providers and investors without the need to share confidential information.

“The prolonged economic downturn has created a more challenging business climate for the development of new medical technologies,” says Ed Berger, President of Medical Development Group. “At MDG we are continually looking for new ways to help our members achieve their business and professional goals and in e-Zassi, we have found a partner that is implementing tools and resources with the potential to provide new efficiencies to the development and commercialization

process,” He adds: “We are proud to welcome e-Zassi as the newest member, and annual sponsor of the Medical Development Group.”

e-Zassi’s business model is transforming the way connections, collaborations and product planning is conducted in the medical device industry. Delivered online as a SaaS product, the decision support tool provides rapid non-confidential due diligence, triage support and market assessment of medical device technologies. Users can then generate a 30-40 page [InnoVision™ Report](#),* which calculates a new technology’s probable regulatory classifications; the associated clinical endpoints to support the safety and marketing claims to earn market clearances; clarity on the reimbursement and market landscape; and identification of material manufacturing, distribution, sales burdens as well as matching over \$1 billion in Federal and State Grants. This decision-support knowledge is generated in about one hour, expediting the product development and commercialization process. This content can then be posted to the worldwide technology marketplace on the e-Zassi site where members can search and find people, organizations and technologies from around the world using e-Zassi’s proprietary Device Network Attributes (DNA) powered search/match logic.

According to Peter von Dyck, e-Zassi.com founder and CEO, “We are proud to align with Medical Development Group and believe that making e-Zassi available to their members will help both organizations further our collaborative goal of advancing healthcare through the efficient development of new medical technologies. In light of recently announced healthcare and patent reform, the challenges to successfully achieving this goal have been greatly compounded. The value and efficiency users derive from e-Zassi’s predictive analytics vastly improves the decision-making process, and will help more new technologies get to market.”

Medical Development Group (www.meddevgroup.org) , headquartered in Massachusetts and serving the entire New England region, is a community of individuals professionally committed to the Medical Device and other Medical Technology industry segments united by the belief that innovation and advances in technology lead to substantial improvements in health care.

e-Zassi.com (www.e-zassi.com) is the medical device industry’s first subscription-based, integrated decision support software system, business network and technology marketplace. This exclusive solution uses proprietary Device Network Attribute (DNA) powered logic so users “*digitize*” their skills, industry objectives, and technologies and aggregate them into a market-specific repository of searchable data points.

. e-Zassi.com was spun off from Zassi Medical Evolutions[®], a privately held company with more than a decade of success in innovation and development in medical devices.

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*InnoVision Reports are innovation assessment reports with a 360° view of a medical device to ensure that every facet of commercialization – from clinical to regulatory to reimbursement to marketing, manufacturing and sales – is covered. In addition, because not fully understanding the potential regulatory classification can lead to time delays and increased costs, e-Zassi.com’s proprietary FDA Calculator identifies the most likely predicate code.