

For Immediate Release

Don Kitzmiller Tapped For Top Management Post to Fuel Blue Medical Supply Growth

Jacksonville, FL. (April 16, 2007) — Don Kitzmiller has been named senior vice president of marketing and business development for Blue Medical Supply, Inc.

Kitzmiller, one of the industry's most experienced sales and marketing executives, was formerly vice president of marketing with PDSHeart. "For more than 35 years Don has led the way as an innovator, marketer and sales motivator in medical device industry," said Todd LaVelle, President and CEO of Blue Medical. In 1970 Kitzmiller was the first medical sales representative for Midmark Corporation of Versailles, Ohio and rose to become the medical device manufacturer's executive vice president of sales and marketing. In 1998 he became vice president of sales for The H. R. Chally Group of Dayton, Ohio where he developed a distribution system for their psychological sales testing products. While at Chally he developed the "World Class Research Study on the Healthcare Distribution System" which evaluated and benchmarked strengths and weaknesses of the medical distribution community.

Blue Medical Supply currently has over 30 sales representatives and has experienced impressive growth in the past two years with distribution locations in Atlanta, Birmingham, Tampa, and Orlando. Blue Medical Supply's goal is to have the best in class, best-trained sales representatives in the industry, using the most up-to-date sales tools and technologies. Kitzmiller said, "My mission is to help develop their very aggressive sales expansion program through acquisitions and developing and hiring the very best quality, "relationship sales representatives."

Kitzmiller was the youngest person to be awarded The Industry Award of Distinction by the Health Industry Distributors Association. He worked four years with Scott Fanning and Jim Niekamp at 95% Share Marketing and has also partnered with Dr. Tom Schwieterman on medical





software products for the physicians office and the nursing home market. In 2000 Kitzmiller was awarded the Leonard Berke Achievement Award for ethics, mentoring, marketing skills and contributions to the industry by the Healthcare Manufacturers Marketing Council.

Blue Medical Supply is a supply chain solutions company distributing consumable medical and surgical supplies, diagnostic equipment and pharmaceutical related products. Founded in 2004 in Atlanta, GA, Blue Medical expanded with a branch in Orlando, FL and Birmingham, AL and purchased Mercury Medical Physicians Supply in Clearwater, FL in 2006. They were one of the first distribution companies to provide their entire sales force with the new Lenovo ThinkPad Tablet PC utilizing the MobilePoint Sales automation tool. Todd LaVelle said their sales force will now have the tools they need to provide customers with the most current information and competitive pricing. "Our business revolves around our customers," Todd said. "All our deliveries made with company personnel in Blue Medical vans. Our Mission Statement is very simple. We want to improve the patient care and increase the profitability of our customers by offering quality products and services at the best possible value."

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