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FOR IMMEDIATE RELEASE

**PDT TO EXHIBIT AT MD&M WEST**

*Booth # 1461*

**Los Angeles, California** – January 20, 2010 - Product Development Technologies, Inc. (PDT) will exhibit at the Medical Design and Manufacturing (MD&M) West Show at the Anaheim Convention Center in Anaheim, California on Tuesday, February 9 and Wednesday, February 10, from 10:00 a.m.– 5:00 p.m. and Thursday, February 11, from 10:00 a.m. – 4:00 p.m. PDT will exhibit at booth #1461. PDT team members will be on hand to talk about our latest medical projects including the Cardinal Health ORwell, the next generation fluid collection and disposal system that maximizes infection prevention and Invitrogen MAGic, a revolutionary new lab machine for sample processing for protein preparation. Our team can help bring cutting-edge medical devices from concept to production.

A global product development firm, PDT is both ISO 9000 and ISO 13485 certified, the latter dovetailing with our medical clients' requirement of compliance with the FDA's 21 CFR 820 Quality Standards Regulations. From disposables to devices, from practitioners to patients, PDT's medical product experience encompasses a wide range of end-user communities and medical applications. PDT's fully integrated product development services, including strategy, research, industrial design, user experience, mechanical engineering, electrical engineering, software development, prototyping, tooling design, global sourcing and short run production, focus on both operational requirements and patient safety. PDT's team has logged thousands of research hours with patients, and in operating rooms and hospitals that translated into user focused design solutions.

At the project start, PDT conducts functional needs analysis and initial risk analysis to identify these requirements, establish the necessary risk management and trace-ability systems, and define the critical issues that guide the program from development through documentation.

PDT builds partnerships with clients to develop market capturing products from concept to production. PDT's medical product experience includes Class I, II and III devices for clients such as Abbott, Cardinal Health, Covidien, Fenwal, Hollister, Invitrogen, Medela, Roche

Diagnostics, Steris, Stryker Medical and Welch Allyn on products such as: implantable cardiac devices, defibrillators, autopheresis machines, surgical waste management systems, wound care devices, diabetes care (lancers and meters), and implantable devices to treat dysphagia. PDT has produced award-winning medical product designs including the Moji Knee Wrap, Medela 2008 Core Line Bags for Breastpumps, Medela Harmony Manual Breast Pump and PDT Magnetic Lancing Device.

The address of the Anaheim Convention Center is 800 W. Katella Avenue, Anaheim, California 92802. Contact Joel Delman at [info@pdt.com](mailto:info@pdt.com) to receive free hall admission and to schedule a meeting to discuss your upcoming project needs.

**About MD&M West:**

MD&M West joins medical product development professionals from around the world at the world's largest medical design and manufacturing event. Since the inaugural event in 1985, MD&M West has provided unparalleled resources and solutions for the design and manufacture of both current and next-generation medical devices. MD&M West is by far and away the easiest and most efficient way to explore the latest advances and developments in medical grade materials, assembly components, electronics, design and engineering support, production equipment including automation and controls, information systems, medical device software, clinical connectivity and device interoperability, regulatory compliance, packaging materials and machinery, sterilization systems, and a full complement of contract services for every aspect of the medical product development process. [www.mdmwest.com](http://www.mdmwest.com)

**About PDT**

Product Development Technologies (PDT) is a global, full-service product development firm with over 100 employees in eight offices worldwide. Team members have expertise in a vast range of product development disciplines, including strategy, design research, industrial design, user experience, electrical and mechanical engineering, software development, laser scanning, tooling and global sourcing. PDT's award winning product designs have been recognized by BusinessWeek, the Industrial Designers Society of America, The Consumer Electronics Association, Inc. Magazine, Chicago Athenaeum of Architecture and Design, and Parametric Technologies Corporation. [www.pdt.com](http://www.pdt.com)

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