



**Media Contact:**

Sarah Zook  
952.646.3226  
zooks@arkrayusa.com

**ARKRAY, Inc. Launches the Assure® Platinum  
Auto-Code Blood Glucose Monitoring System**

**EDINA, Minn. (Jan. 12, 2010)** – ARKRAY, Inc., the world's 5<sup>th</sup> largest manufacturer of diabetes self-monitoring systems, has officially launched the new Assure Platinum Blood Glucose Monitoring System.

The Assure Platinum is now available for order and ready to ship in the U.S. market. The Assure Platinum Blood Glucose Monitoring System received 510(k) clearance from the FDA in December of 2009. High demand for an auto-code system appropriate for Long Term Care and multi-patient settings means the Assure Platinum has already closed accounts. ARKRAY anticipates the Assure Platinum will quickly gain market share and is excited to see orders heading out so quickly.

Assure Platinum is the first auto-code Assure brand blood glucose meter. Auto-coding eliminates the need for any other form of manual coding, which can reduce user error thus ensuring more consistent, accurate results. Assure meters are uniquely designed for long term care and multi-resident use settings. The new Assure Platinum is feature loaded and helps facilities meet state regulatory standards and provide better resident care.

Assure Blood Glucose Meters are backed by the Assure® Brilliance program - a comprehensive service program from the leaders of diabetes management in long term care. Assure Brilliance provides customer service, on-site training, QA/QC guidance, diabetes F-Tag advice for long term care, a quarterly newsletter, online continuing education programs, and more to help facilities manage complex diabetes care in their facilities.

**About ARKRAY USA** - ARKRAY, the leader in the Long Term Care blood glucose market, has been a pioneer for nearly 50 years in the field of automated analysis from laboratory and point-of-care systems to home use patient self-testing systems. ARKRAY is one of the few diabetes testing companies in the U.S. market today that undertakes in-house each step of the development process to bring products to market. ARKRAY strongly believes in the relentless innovation of medical technology and focused attention to producing the highest quality products. For patients and health care professionals, this means access to cutting-edge, reliable products and customer-focused service.

For more information:

[www.assureusa.com](http://www.assureusa.com) or [www.arkrayusa.com](http://www.arkrayusa.com)

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