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**ARKRAY, Inc. Long Term Care Division Launches Comprehensive Service Program – Assure® Brilliance**

**EDINA, Minn. (Jan. 15, 2010)** – ARKRAY, Inc., the world’s 5<sup>th</sup> largest manufacturer of diabetes self-monitoring systems, launches the Assure Brilliance Program – a comprehensive service program for Long Term Care facilities and multi-patient use settings.

Assure® brand blood glucose monitoring systems from ARKRAY have been the leading brand of blood glucose meters in Long Term Care for years. ARKRAY has always been committed to providing excellent services to customers and the Assure Brilliance program is the next step in providing truly comprehensive diabetes management help to over-burdened LTC facilities.

Assure Brilliance consists of three main components – service, diabetes program management, and education. ARKRAY is the only blood glucose meter manufacturer with a dedicated LTC sales force. The company provides on-site training for all shifts, convenient customer service hours for LTC facilities, QA/QC guidance, and extensive training materials, videos, and online resources. The focus on diabetes in Long Term Care has allowed ARKRAY to develop an expertise in managing diabetes in LTC – knowledge that is passed along to customers, keeping everyone up-to-date on industry best practices. ARKRAY also offers customers multiple CE courses online at no charge and a quarterly newsletter focused on industry hot buttons such as infection control and F-Tags.

Assure Blood Glucose Meters, including the new auto-code Assure® Platinum meter, are backed by the Assure® Brilliance program to help facilities manage complex diabetes care in their facilities. ARKRAY representatives can do consultations to find how LTC facilities may best benefit from the Assure Brilliance Program.

**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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