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FOR IMMEDIATE RELEASE**ASG Medical Systems' Paul Ogden to Present at Innovation Briefs**

*Co-owner and Director of Sales Paul Ogden will give a presentation entitled
"The Four Revolutionary Effects of Automating Catheter Manufacturing"*

West Palm Beach, FL - May 16, 2011 - Paul Ogden, ASG Medical Systems Director of Sales, will be presenting "The Four Revolutionary Effects of Automating Catheter Manufacturing" at MD&M East's Innovation Briefs on Tuesday, June 7. Learn how to make your finance manager happy by saving \$200,000 a year while improving quality 10x, how to double your Mustang Boss 302 capacity in one month (if you so choose), and how to take the excitement (read: unwelcome surprises) out of your daily yield.

The presentation begins at 11 a.m. in booth #767.

About Paul Ogden

Paul Ogden co-founded ASG Medical Systems in 2002 and has eleven years of operations and sales management at ASG. Prior to ASG, Paul accumulated twenty years of engineering and management experience in semiconductor manufacturing at Motorola and Infineon. Paul holds a bachelor's degree in mechanical engineering from Cornell University and an MBA in technology management from the University of Phoenix.

About ASG Medical Systems

ASG Medical Systems, founded in 1991 and headquartered in Florida, USA, is the world leader in catheter and guidewire manufacturing automation. ASG tubing and guidewire cutters, feeders, testers, and custom automation machines provide high production capacity and consistent outgoing quality while reducing manufacturing costs. For more information on how ASG can automate your medical device manufacturing processes, please visit www.asgmedical.com or call +1-561-848-6684.

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