



For Immediate Release
May 29, 2008

BRIDGE MEDICAL HONORED WITH MEDTRADE™ INNOVATION AWARD FOR TELESCOPING PIVOT GRIP™ TECHNOLOGY

Medtrade Spring attendees and peers recognize the unlimited possibilities afforded to consumers with the new patent pending home medical device

(*St. Paul, Minn.*) Medtrade Spring, the home medical equipment industry's leading mid-year event, recently honored **Bridge Medical** with the **New Product Innovation Award**. Attendees to the Long Beach Convention Center were able to see first-hand the industry's newest products, lauding the Minnesota company's **Telescoping Pivot Grip™** with top honors in the Innovation category.

The unlimited versatility that Bridge Medical provides with their new patent-pending portable grab bars, coupled with the most reliable hold on the market, played a key factor in the attendee's recognition of the company's new product.

"We are obviously thrilled to be honored by the attendees and our peers," said Bridge Medical CEO **Dan Matschina**. "Our new Telescoping Pivot Grip™ allows consumers virtually limitless flexibility, safety and peace of mind in their homes, traveling or wherever they need assistance."

The recently unveiled Telescoping Pivot Grip™ joins a growing line of Portable Grab Bar products by Bridge Medical which offer consumers a safe and portable alternative to costly permanent grab bar installations. The company's continued focus has helped to make it the industry leader in the portable grab bar market segment.

"The feedback on our new product continues to be remarkable," said **Mike Vizenor**, President/COO of Bridge Medical. "We are excited to continue helping consumers lead safer, more independent lives."

Bridge Medical Portable Grab Bar products are sold exclusively through Home Medical Equipment Dealers, pharmacies and select retailers. Product photos and more information are available online at www.bridge-medical.com/media.php.

About Bridge Medical

Bridge Medical is the industry leader in Portable Grab Bar technology and innovation, setting the industry standards for quality, safety, and accessibility. These portable safety solutions offer consumers a range of versatile and easy to use options to improve their quality of life. For more information, visit www.bridge-medical.com

#

Media Contact:

Lee Henderson, 612.978.6268, media@bridge-medical.com