

IMMEDIATE RELEASE

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Contact:

Ron Kitchens
Chief Executive Officer
Southwest Michigan First
241 E. Michigan Avenue
Kalamazoo, MI 49007
269.553.9588
rkitchens@swmfirst.com

Contact:

Susan Watts
Corporate Communications
Bronson Healthcare Group
301 John Street
Kalamazoo, MI 49007
269.341.8102
wattss@bronsonhg.org

Contact:

David Myers
VP Sales and Marketing
Seneca Medical, Inc.
85 Shaffer Park Drive
P.O. Box 399
Tiffin, Ohio 44883
419-455-2128
dmyers@senecamedical.com

Local partnership lands Seneca Medical in Kalamazoo

KALAMAZOO, Mich. – Southwest Michigan First, in partnership with Bronson Healthcare Group, has announced the recruitment of Seneca Medical, Inc. to Kalamazoo, Michigan. Seneca Medical is a full service independent, privately owned and operated regional provider of medical/surgical supplies, medical, equipment and complementary support services. The company has acquired 10.6 acres of land in Midlink Business Park and will construct an 80,000-square-foot distribution facility there to support services to Bronson and other health care providers in the state.

Seneca Medical was recently selected by Bronson as a key vendor and subsequent discussions about optimizing the new relationship led Seneca to consider placing a distribution center in Michigan. After an extensive survey of current and potential customers in the state and analysis of potential communities and expansion sites, Seneca Medical selected Kalamazoo to support its future growth. The company credits its relationship with Bronson, the support it received from the Kalamazoo community, Southwest Michigan First's leadership, the area's location and available sites and facilities as major factors in its decision-making process.

"This is a win-win for the entire community. When Southwest Michigan First asked our local companies to open their rolodexes to us to create opportunities for our community, this is exactly what we were looking for. Bronson went above and beyond by actually initiating and participating in the recruitment process. If other companies will just tell us the suppliers, services and products that they need here, we will fight tooth and nail to get them," said Ron Kitchens, Chief Executive Officer of Southwest Michigan First. "Seneca Medical will be a great addition to our community and to the base of suppliers supporting Kalamazoo's ever-growing health sciences corridor."

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Mike Way, Bronson's Vice President for Materials Management and Facilities Services, said, "Seneca Medical represents about twelve percent of Bronson's supply business so having them nearby will be very advantageous. We are delighted that this new partnership will not only benefit Bronson in terms of quality and service, but will contribute to the overall economic vitality of our community. Having Seneca Medical put down roots and create new jobs here is an absolutely ideal situation. We appreciate everyone who had a hand in bringing this company to Kalamazoo."

Headquartered in Tiffin, Ohio, Seneca Medical currently serves customers in Indiana, Kentucky, Michigan, Tennessee, West Virginia, and surrounding states. Its 440+ current employees and retirees own nearly ninety percent of the company's stock. In Kalamazoo, the company will initially employ approximately 25 employees and expects to ramp up to 50+ employees within five years as the business grows.

"The potential for growth in the geographic area serviced by this distribution center is extremely high, and Seneca Medical is investing to keep pace with our anticipated growth. Our existing customers and newly committed customers need service-oriented business partners who can deliver the lowest total cost of ownership for their medical supplies and equipment," said David Myers, Vice President of Sales and Marketing. "Our customers and innovative business partners, like Bronson Healthcare Group, Southwest Michigan First and Midlink Business Park, helped us decide to invest in Michigan. We are very excited to expand our service to healthcare providers here."

Southwest Michigan First partnered with Bronson to assist the company with site selection and to facilitate the transaction. Seneca worked with the Signature Associates team of Jeff Chrystal and Mark Tourangeau in identifying the Midlink site where it will lease space while constructing its new facility. Upon completion of the project in fall 2010, Seneca Medical will have 80,000 square feet of warehouse capacity for inventorying products and delivering services to Bronson's facilities, as well as other healthcare providers throughout the region. The facility will be expandable to 240,000 square feet.

"Midlink is delighted to have a company like Seneca Medical make such a commitment to the community and to our site. We look forward to seeing Seneca Medical continue to grow their business in the region from their new base in Kalamazoo. As always, we appreciate the partnering efforts that made this deal happen, most notably both the teams at Bronson, Seneca Medical, Southwest Michigan First and Signature Associates," said David Smith, President of Midlink Business Park.

About Southwest Michigan First

Southwest Michigan First is the catalyst stimulating growth across the Kalamazoo Region. Nationally recognized for its groundbreaking Community Capitalism approach to economic development, Southwest Michigan First is a private nonprofit corporation fully committed to its mission of jobs and wealth creation. Whether you're a site selector, an investor, an

entrepreneur or part of an existing company looking to grow, Southwest Michigan First has the resources and expertise to assist you in identifying and surpassing your company's goals. For more information, visit www.southwestmichiganfirst.com.

Bronson Healthcare Group

Bronson Healthcare Group is a community-governed, not-for-profit healthcare system serving southwest Michigan and northern Indiana. With a workforce of nearly 5,000, it is Kalamazoo's largest employer and has been ranked by *Fortune* and *Working Mother* magazines as one of the nation's 100 best companies to work for. A national leader in healthcare quality, its flagship hospital, Bronson Methodist, is the only hospital in the U.S. to have earned the AHA-McKesson Quest for Quality Prize, Magnet Designation for Nursing Excellence, and the Malcolm Baldrige National Quality Award. Bronson is also a 2009 HealthGrades Distinguished Hospital for Clinical Excellence for achieving overall clinical quality in the top five percent in the nation. For more information, visit www.bronsonhealth.com.

About Seneca Medical Inc.

Seneca Medical, founded in 1990 in Tiffin, Ohio provides a wide spectrum of product distribution and support services to health care providers and other market segments throughout Indiana, Kentucky, Michigan, Ohio, Tennessee, West Virginia and the surrounding states. From its five distribution facilities, the company serves hospitals, health systems, surgery centers, physician offices/clinics, long-term care facilities, governmental health agencies/facilities and industrial health services. Seneca Medical has well-established distribution relationships with over 1,200 high-quality market-leading manufacturers for a wide range of products and services. To learn more, go to www.senecamedical.com.

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