



FOR IMMEDIATE RELEASE

Byrne Medical Announces Launch of Applied Clinical Concepts

Conroe, Texas- July 11, 2011 -Byrne Medical, the leader in disposable irrigation solutions, announces the launch of Applied Clinical Concepts, a service focused on new idea generation. Clinicians are encouraged to submit their ideas at www.appliedclinicalconcepts.com where each one will be reviewed weekly. Upon review, a committee will determine the product's viability.

“Ideas are the engine that drives R&D in medical device development. Our engineering team is very enthusiastic about the potential for new ideas coming from the user/experts in the field of GI,” says Bob Anderson, Director of Research and Development. “The result can be monumental for the patient, the medical team and the inventor. We would like to extend our expertise in medical device development to you in bringing your concepts to fruition”

About Byrne Medical

Byrne Medical is a recognized leader at the forefront of patient care in GI Endoscopy. Don Byrne, CEO and President, established the company in 1997 with a single, disposable product and a vision to improve infection control practices. These principles encompass the foundation of our company as we continue to develop unique, disposable solutions for everyday GI Endoscopy practices because infection control matters to everyone. For more information, please visit us at www.byrnemedical.com.

Byrne Medical press releases can be found online at <http://www.byrnemedical.com/news>.

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