

Mennen Medical Receives Frost & Sullivan 2007 Market Penetration Leadership Award

FOR IMMEDIATE RELEASE

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Horsham, PA – October 15th, 2007 – Mennen Medical, a leading provider of patient monitors as well as cardiac catheterization and electrophysiology systems, announces today that global growth consulting company Frost & Sullivan has awarded Mennen Medical the 2007 Market Penetration Leadership Award in the European market for Patient Monitoring Systems.

The Frost & Sullivan Award for Market Penetration Leadership Award is presented each year to the company that has demonstrated excellence in capturing market share within their industry. The recipient has demonstrated strategic excellence in product innovation, marketing, and sales strategies that have resulted in the largest gain in market share over the past two to three years.

“Frost & Sullivan is proud to bestow the 2007 Frost & Sullivan award for Market Penetration Leadership to Mennen Medical for its innovative and unique strategies and effective marketing tactics to successfully increase market penetration. Satisfying customers with the design and development of new pioneering products, with the best “Value for Money” in the market and strategic services merits Mennen Medical this accolade, for the European Patient Monitoring Systems Market,” said Hema Varshika, Research Analyst at Frost & Sullivan.

“We are honored to be awarded by Frost & Sullivan, recognizing the hard work of Mennen’s employees and distributors around the world gaining more and more market share” said Mr. Ran Nimrod, Chairman of Mennen Medical Group “It is another validation for market’s acceptances of our top quality products.”

Ran Nimrod added “It is our strategy to constantly introduce the market with new, state of the art, products, and expand our product variety. We did it in 2006 and 2007 and have several products launches planned in the near future and throughout 2008. I have no doubt that the top quality of our existing and coming up products and our aggressive sales approach shall continue to be the main drivers of our accelerated growth and fast penetration.”

About Mennen Medical

Mennen Medical is a leading international corporation, developing and marketing cardiac catheterization and electrophysiology systems, as well as patient monitoring and clinical data information solutions. For over four decades, Mennen has led these fields worldwide, combining cutting edge technological achievement with an uncompromising corporate culture of passionate customer service and personalized care. Mennen Medical is a privately owned company, with headquarters located in Israel and fully owned subsidiaries in the US and UK.

For additional information:

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About Frost & Sullivan

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit www.awards.frost.com.

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