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ACIST LAUNCHES NEW BRAND AT TCT 2013

ACIST Medical Systems, Inc. updates its corporate branding to express the transformation of this market leader of advanced contrast imaging system technology.

EDEN PRAIRIE, Minn. (Oct. 30, 2013) – ACIST Medical Systems, Inc. unveils new corporate branding at the Transcatheter Cardiovascular Therapeutics (TCT) meeting in San Francisco. The refreshed branding is a reflection of the company transforming itself into a business that will offer customers an integrated, broader range of diagnostic technologies. The updated branding maintains ACIST’s core identity and honors its heritage of legacy products while also symbolizing its continued growth and development.

ACIST’s new tagline, ‘the power to’, not only shows the company’s integral strength, it also looks forward to where ACIST is heading.

Blair Allen, Vice President of Global Sales and Marketing, explains: “We’re excited to be expanding our portfolio of products and bring the benefits of our experience simplifying contrast injection to more product categories. As we prepare to reach out to more customers and patients, now is the perfect time for a brand refresh. We have created a brand that enhances our existing assets, supports future growth in our multifaceted company, and one that reflects our vision of ‘the power to’ make a difference.”

About ACIST

ACIST, a Bracco Group company, is a pioneer and market leader of advanced contrast delivery systems technology for cardiology. Since 1998, ACIST has manufactured more than 4,500 advanced, variable-flow contrast delivery systems for cardiologists in more than 70 countries. Today, ACIST has reached a milestone with more than 15 million patients benefiting from a cardiovascular angiography procedure using an ACIST Contrast Delivery System. Headquartered in Eden Prairie, Minnesota, with regional offices in Europe and Asia, ACIST employs more than 300 people worldwide. To learn more, visit www.acist.com.



About the Bracco Group

Bracco is an international Group, founded in 1927, active in the healthcare sector through Bracco Imaging (diagnostic imaging), Pharma (prescription and over the counter drugs), ACIST Medical Systems (medical devices and advanced imaging agents injection systems based in Minneapolis, USA) and the Centro Diagnostico Italiano diagnostic clinic in Milan. It has more than 3,300 employees and annual total consolidated revenues of over one billion Euro. The Group operates in 90 Countries worldwide. The controlled company Bracco Imaging is one of the key innovators in diagnostic imaging. It has reached this position also through the acquisition of highly scientific and technological value companies in the USA and Canada. (www.bracco.com)