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For More Information Contact:
Bill Vitez, Tri-anim 800-972-2901

Tri-anim Selects NCI Consulting Group as Dedicated Representative to IDN's and GPO's

(SYLMAR, CA — August 4, 2008) Tri-anim, the nation's largest provider of specialty sales and distribution solutions for healthcare, announced today that NCI Consulting Group, a 22 year old firm specializing in medical supply chain management, has been chosen as their dedicated representative to IDN's and GPO's.

NCI Consulting Group (NCI-CG) offers consultative advice to manufacturers and distributors in key account development and formation, strategic planning, customer focus groups and product launches. NCI-CG focuses its efforts on aligning client's value proposition with key buyer executives to achieve both parties' business objectives.

Jim Dausch, sole owner of NCI-CG, has more than 30 years of experience in the healthcare industry. He has held executive leadership rolls with two national GPO's, one leading IDN, two consulting firms and two market leading manufacturers. Jim also possesses an undergraduate degree in Bio-Medical Engineering, Business and a Masters in Healthcare Administration.

"Tri-anim has worked with Jim Dausch and NCI Consulting Group for two decades now and has benefited greatly from their advice and direction, it seems only natural that our relationship become more formalized, strategic and dedicated," said Dale Clendon, VP Sales and Marketing of Tri-anim Health Services, Inc., "During this time, Tri-anim has had a period of incredible growth, which has been in no small part due to our success with IDN's and GPO's. We look forward to continuing our long and fruitful relationship with Jim and his firm," continued Mr. Clendon.

"We are honored and excited that Tri-anim has requested NCI-Consulting Group to play a major role in developing Tri-anim's strategic penetration direction for their GPO contracted partners and their shareholders, IDNs and hospital customers," said Jim Dausch, "Our vision of a corporate accounts program provides accountability, visibility and direction which will include a wide range of participation, from the executive management team, operations, marketing, sales and sales management to field level representatives. The corporate accounts team will be responsible for GPO contract penetration as well as key account management. Corporate Accounts ROI reporting will utilize an expandable real time matrix and will be provided on a state of the art technology, which will provide full company access," continued Mr. Dausch.

About Tri-anim

For more than 30 years, Tri-anim has met the needs and exceeded the expectations of providers throughout the healthcare continuum, including emergency medical services (EMS), hospitals, long-term care facilities, surgery centers and nursing homes. All in-stock orders received - until 5 pm - are shipped the same day from one of 13 distribution centers nationwide.

Tri-anim is an industry leader providing e-commerce solutions enabling customers a faster and more efficient procurement method for purchasing medical products. The e-Quick[®] System, a proprietary patent pending technology, allows customers to place a five-line order in less than 45 seconds. For more information go to www.Tri-anim.com

About NCI Consulting Group

Since 1986, NCI-C has been instrumental in helping industry suppliers increase sales, improve marketing efficiency, optimize resource allocation and improve their bottom line. NCI offers unique expertise in supply chain management, unparalleled skills in strategy implementation and a superior network of decision-makers. Working in concert, we can help you secure profitable relationships in today's fragmented, cost conscious healthcare market. For more information go to www.nci-cg.com

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