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FOR GROOVE 11

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DIGITEC MEDICAL CORPORATION UNVEILS COMPLETE REBRANDING
Award-Winning Agency Groove 11 Developed New Look, Website and Materials
that Better Broadcast the Company's Value Proposition and Status as an Industry Leader

LAWRENCEVILLE, Ga. and SAN RAFAEL, Calif., (May 15, 2007)— Digitec Medical Corporation, a leading after-market, mammography-focused medical equipment company (www.digitecmedical.com), today unveiled a complete corporate rebranding. The company's new logo, along with a comprehensive suite of marketing and identity materials, advertising, trade show booth graphics, and Web site were developed by Groove 11 (www.groove11.com), an award-winning San Francisco Bay Area creative agency.

"This is a real milestone for us," said the company's president, James McGinty. "Digitec is about to celebrate its 25th year in business, and now is the perfect time to put a fresh face on the company of which we're so proud. This new look better represents who we are – an organization that has worked hard to build a reputation as the ultimate resource for mammography sales, service, parts, support, training and knowledge."

Sean Dunn, co-founder of Groove 11, said the rebranding program was "exactly the kind of client engagement we love. We were brought in at the highest strategic level and worked as a partner to help develop a refreshed brand that will truly serve Digitec and its priority audiences. We're confident this rebranding will help Digitec succeed beyond their expectations."

— More —

ABOUT THE REBRANDING

Digitec is a 25-year-old company with a reputation for solid technical expertise and superior service. However, the company's low profile relative to competitors, as well as its marketing materials, didn't adequately tell the full story to customers and prospects. In an increasingly crowded marketplace, Digitec realized it needed a rebranding to truly differentiate itself from the competition and communicate its value proposition in a new and more meaningful way.

Digitec hired Groove 11 to develop a new logo and brand identity system, as well as a new Web site, sales collateral, advertising, trade show booth graphics, and other company documents. The process included interviews with company founders, executives, service engineers, sales people, support staff, industry peers and customers, as well as a comprehensive competitive analysis.

DESIGN CHOICES

Highlights of the rebranding program include:

- The new Digitec logo is a stylized "d" made of dots that can also be interpreted as a representation of a mammogram.
- A rich green was chosen as Digitec's new corporate color because it is warm and friendly, connoting health and enrichment, while differentiating the company from many others in the healthcare industry that use blue as a brand color.
- The new company tagline – "Keeping mammography in focus" – better illustrates Digitec's value proposition and differentiates it from competitors, none of whom share Digitec's sole focus on mammography.
- It was important to Digitec that the updated Web site be a destination. Groove built in features to entice customers, partners and peers to visit the site often, including new "Tip of the Month" and "Engineering Challenge of the Month" features, along with DigiTecNotes, Flash-based technical guides produced exclusively by Digitec that Web visitors can preview and subsequently order.
- The Web site, direct marketing, and advertising all indicate a strong base of knowledge and experience in refurbishing mammography machines and parts, yet also reflect the ultimate beneficiaries of Digitec's value – the women and families from all walks of life whose health is enhanced, protected and secured through Digitec's work.

ABOUT DIGITEC MEDICAL CORPORATION

Based in Lawrenceville, Ga., Digitec Medical Service Corporation is an after-market medical equipment company that focuses exclusively on mammography. The company was founded in 1982 as a sales and service organization focusing on breast imaging. Initially, Digitec constructed women's health centers throughout the southeastern United States, managing the complete project from concept and architect design to equipment installation.

In the early 1990s, Digitec shifted its focus to refurbishing mammography systems and selling replacement parts. For many years, Digitec was one of the largest distributors of the Ausonics line of breast imaging systems. Today, the company sells and services systems by GE, Lorad, Philips, Siemens, Fischer, Instrumentarium, and many others.

Digitec has historically played a leading role in the improvement of mammography through the introduction of several upgrade kits. These have included compression system enhancements for the GE 600T Senix, Picker Sureview, Acoma/Ausonics and Toshiba systems. Additionally, they have developed improvements for phototiming, image resolution, and buckys.

Digitec can be found online at www.digitecmedical.com. The company can also be reached at 1.800.DIGITEC.

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