



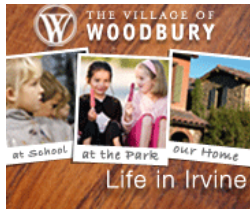
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MEDICAL TECHNOLOGY

HUNTINGTON BEACH'S IMPACT MEDICAL REBRANDS AS ITECH MEDICAL

Name better fits company's product development plan, says CEO.

BY KRISTEN SCHOTT

Published: May 19, 2009 10:55 AM

HUNTINGTON BEACH-BASED IMPACT MEDICAL SOLUTIONS INC. IS CHANGING ITS NAME TO **ITECH MEDICAL**. NEVADA-BASED **DM PRODUCTIONS LLC** IS HANDLING THE HEALTH CARE TECHNOLOGY COMPANY'S REBRANDING CAMPAIGN.



THE NEW NAME BETTER DESCRIBES THE COMPANY'S PRODUCT DEVELOPMENT STRATEGY, ACCORDING TO COMPANY PRESIDENT AND CEO WAYNE COCKBURN.

"ITECH DENOTES 'INFORMATION TECHNOLOGY' AND IS IDEAL BECAUSE IT DESCRIBES OUR BUSINESS," HE SAYS. "'MEDICAL' DESCRIBES THE MARKET IN WHICH WE OPERATE AND ALSO DESCRIBES OUR PROPRIETARY MEDICAL TECHNOLOGY PLATFORM, MUSCLE PATTERN RECOGNITION."

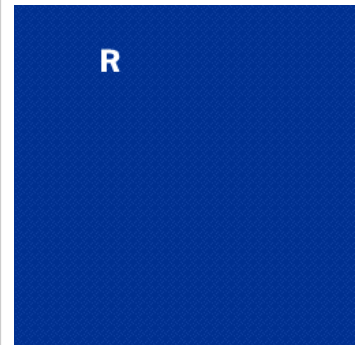
AS PART OF ITS NEW IDENTITY, ITECH MEDICAL IS DEVELOPING A NEW WEB SITE AND LOGO. THE WEB SITE WILL FEATURE A NUMBER OF NEW FEATURES, INCLUDING STREAMING VIDEO AND A SECTION DEDICATED TO PHYSICIANS. THE LOGO WILL FEATURE AN INDIVIDUAL WITH ARMS RAISED AND JOINED ABOVE THE HEAD – WITHOUT PAIN.

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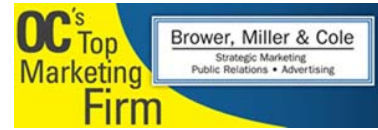


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MEDICAL TECHNOLOGY

Published: May 12, 2009 10:58 AM

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IMPACT MEDICAL BECOMES ITECH MEDICAL, CONTINUED ...



THE LOGO STEMS FROM THE MUSCLE PATTERN RECOGNITION TECHNOLOGY, WHICH ANALYZES MUSCLE FUNCTION THAT CAN HELP DIAGNOSE THE PRESENCE OR ABSENCE OF MUSCULOSKELETAL DYSFUNCTION, SUCH AS SPRAIN OR STRAIN INJURIES, IN PATIENTS WHO ARE SUFFERING FROM BACK PAIN.

THE COMPANY IS CURRENTLY CONDUCTING A PILOT CLINICAL TRIAL OF THE SYSTEM AT THE UTAH SPINE AND JOINT CENTER. THE TESTING BEGAN EARLY THIS YEAR, AND THE COMPANY EXPECTS IT TO INCLUDE HUNDREDS OF SUBJECTS SUFFERING FROM CHRONIC BACK CONDITIONS.

"OUR BRAND IS EXTREMELY IMPORTANT BECAUSE IT IS OUR COMPANY; IT IS OUR PEOPLE; OUR PRODUCTS; AND IT IS OUR REPUTATION," FINISHES COCKBURN.

THE LEGAL NAME CHANGE IS EXPECTED TO BE COMPLETED IN JUNE.

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