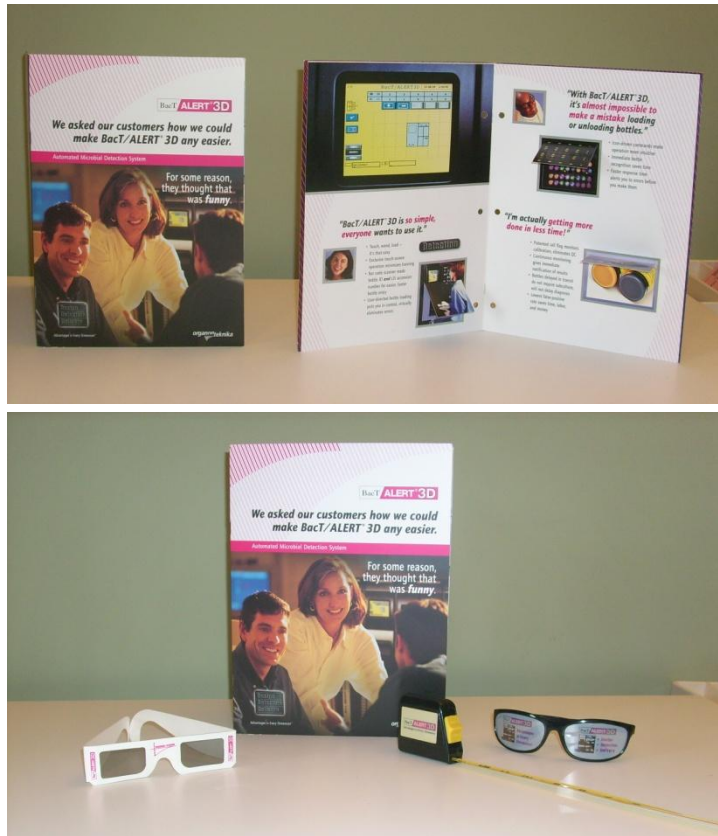


New Product Launch



Campaign Included:

- Tradeshow launch activities
 - Booth graphics
 - 3D Video of new system capabilities
 - Scripted, scheduled product presentations
 - Promotional giveaways
 - Tape measures, sun glasses
- Themed booth attire for employees
- Themed customer appreciation party
- Interactive product sales brochure with flip open windows

Acknowledgements: Program was created while Louise and Jo Ann were employees of Organon Teknika. BacT/ALERT is a registered trademark of bioMérieux, Inc.