

For Immediate Release:



February 23, 2009 –

Jay Hardy, President of Hardy Diagnostics, announces the release of the new culture media product, HUrBi™, HardyCHROM™ Urine Biplate. This diagnostic product is used in clinical laboratories to assist in the identification of urinary tract infections, which are becoming more prevalent among patient populations. Most urinary tract infections are caused by various types of bacteria and are a common problem especially with women. This new product for Hardy Diagnostics assists the microbiologist in making a quick and accurate identification of the causative organism. Once the identification is made, it is reported to the physician so that appropriate therapy can be prescribed.

Specimens collected from the patient are quickly transported to the lab. There, HUrBi, HardyCHROM Urine Biplate, a new formula of culture media contained in a petri dish, makes it very easy for the microbiologist to isolate and identify which species of bacteria is the culprit. HUrBi™ is formulated to isolate Gram positive organisms on the left side of the biplate and Gram negative organisms on the right side of the biplate, providing total separation of organisms for easy identification.

The Chromogenic substances in the HUrBi™, HardyCHROM™ Urine Biplate formula turn the colonies of bacteria various colors making it simple for the laboratory technologist to identify the organism and report back to the physician, who will then prescribe appropriate therapy. HUrBi™ is helpful in identifying Gram positive organisms such as; *S. aureus*, *S. saprophyticus*, *E. faecalis*, and *Candida* spp. On the other side, HUrBi™ will also help identify Gram negative organisms such as; *Proteus* spp. *E. coli*, *Pseudomonas*, and the KES Group (*Klebsiella*, *Enterobacter*, and *Serratia*).

HUrBi™, HardyCHROM™ Urine Biplate represents a significant advance in the identification of urinary tract infections due to the shorter period of time it takes to complete the identification and the simplicity of the visual observation, without having to perform further testing.

This medium relies on chromogenic substances and specific enzymes to produce colonies with obvious color and texture differences that are species-specific. HUrBi™, HardyCHROM™ Urine Biplate is especially useful when working with mixed specimens as it allows a complete, semi-quantitative view of mixed populations of bacteria while inhibiting the majority of bacterial species. Hardy Diagnostics plans to market this product to their many hospital clients located throughout the United States.

After nearly a year of intense study of Chromogenic substances, the two researchers, Rene Clasen and Wendy Phillips, at the Hardy Diagnostics lab have released their latest formulation. Rene Clasen is the

Director of Technical Services, has a background in public health microbiology and worked for Santa Barbara County for over 20 years. Wendy Phillips, having completed her master's degree in microbiology at Cal Poly San Luis Obispo, has supervised the quality control lab at Hardy Diagnostics since 2005.

Hardy Diagnostics is an FDA licensed and ISO certified manufacturer of medical devices for microbiological procedures in clinical and industrial laboratories. Over 6,000 laboratories are serviced by Hardy throughout the nation. Hardy maintains five remote distribution warehouses in other states. Over 2,800 microbiology products are manufactured at the company's headquarters in Santa Maria, where it employs 180 workers. The company was founded in 1980 in Santa Barbara by Jay Hardy and Robert Shibata, two Medical Technologists who completed their laboratory training at Santa Barbara Cottage Hospital before starting their culture media manufacturing endeavor.

Attached:

Photo of yeast growing on the HUrBi™, HardyCHROM™ Urine Biplate.

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