



PRESS RELEASE

See attached high resolution photo.

FOR IMMEDIATE RELEASE:

Hardy Diagnostics Expands to Southeastern United States

New distribution center reduces fulfillment times, improves service, and lowers costs



Hardy Diagnostics' new distribution center in Lake City, FL

SANTA MARIA, CALIFORNIA, JAN. 10 – Hardy Diagnostics recently announced the opening of its seventh distribution center. The new distribution center, located in Lake City, FL, allows Hardy Diagnostics to provide next day delivery to its customers in Florida and most of Georgia including the Centers for Disease Control.

“With the addition of the Florida distribution center, we can now offer next day delivery to most of the continental U.S. by inexpensive ground delivery.” said Jay Hardy, President of Hardy Diagnostics.

Robert Meijer, Regional Account Manager, Southeastern United States, for Hardy Diagnostics, said, “Since adding the Lake City distribution center, some of our customers have seen their transport costs reduced by 60% or more.”

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California ~ Washington ~ Utah ~ Arizona ~ Ohio ~ Texas*



Expansion into the southeast allows Hardy Diagnostics to better compete for regional business. “More customers are willing to consider us for their primary microbiology needs whereas they were unable to consider us previously when the nearest distribution center was in Texas or Ohio.” said Robert Meijer.

Kylene Ruiz, Distribution Center Manager for the Lake City facility, transferred from Hardy Diagnostics’ headquarters in California to open the new location. Her transition has been very smooth. She states, “I like it here. The people are really friendly!”

ABOUT HARDY DIAGNOSTICS - Hardy Diagnostics is an FDA licensed and ISO 13485 certified manufacturer of medical devices for microbiological procedures in both clinical and industrial laboratories. Hardy Diagnostics was founded in 1980 in Santa Barbara by Jay Hardy and Robert Shibata after they completed their Medical Technology training in the laboratory at Santa Barbara Cottage Hospital.

Hardy Diagnostics manufactures over 3,500 different products for the culture and identification of bacteria and fungi. Among its offerings are products used to culture and detect pathogens commonly seen in the news such as *E. coli*, *Salmonella*, *Listeria*, MRSA, and Influenza H1N1. In addition the company manufactures reagents and media for use by molecular biology researchers. Over 6,000 laboratories are serviced by Hardy Diagnostics throughout the nation.

Today, Hardy Diagnostics employs 175 workers and maintains seven distribution centers throughout the U.S. All manufacturing takes place at its headquarters in Santa Maria, California. The company also exports products to over 40 nations. The company’s mission is to partner with its laboratory customers to prevent and diagnose disease. For more information, visit www.HardyDiagnostics.com.

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