

PRESS RELEASE

FOR IMMEDIATE RELEASE:



Hardy Diagnostics Develops New Media for *C. difficile* Detection.

New product

SANTA MARIA, CALIFORNIA, March 1, 2016 - Hardy Diagnostics, an ISO 13485 certified manufacturer and distributor of medical devices for microbiological procedures, has released **C diff Banana Broth**. Banana Broth is a selective and differential medium for recovering *Clostridium difficile* spores and vegetative cells.

According to an abstract published by Yale University, the formula applied to Banana Broth is found to be 100% specific. This highly selective and specific media greatly increases the accuracy of environmental testing for *C. diff*. This is seen as most effective in hospitals, where there is high risk for nosocomial infections from bacteria like *C. diff*.

“Banana Broth will be the new standard in testing for C. diff,” says Chris Catani, Hardy Diagnostics’ Vice President. “We’re thrilled by the 100% specificity and speed of results from this product. When accuracy and efficiency are factors, that’s where Banana Broth comes in.”

ADDITIONAL INFORMATION 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 2,700 different products for the culture and identification of bacteria and fungi. Among its offerings are products used to culture and detect pathogens commonly reported in the news, such as *E. coli*, *Salmonella*, *Listeria*, MRSA, and Influenza. In addition, the company manufactures reagents and media for use by molecular biology researchers. Over 9,000 laboratories throughout the nation rely on Hardy Diagnostics for their supplies.

Today, Hardy Diagnostics employs over 300 people and maintains nine distribution centers throughout the U.S. Manufacturing takes place at its headquarters in Santa Maria, California and at a recently opened facility in Springboro, Ohio. The company also exports products through over 65 foreign distributors. 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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