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PRESS RELEASE

BioDerm Appoints Jim Terpstra as National Sales Manager

Veteran Sales Executive will Expand BioDerm's Sales Reach into New Markets

Largo, November 1, 2013: Today BioDerm, Inc., an innovative medical device manufacturer specializing in hydrocolloid, announced the appointment of Jim Terpstra as **National Sales Manager**. Terpstra's appointment is effective immediately. Terpstra will be responsible for expanding sales of BioDerm's revolutionary products for catheter securement and male urinary incontinence. Expansion plans are set to include a move into new markets including integrated care networks, hospital systems and long term care facilities.

"Jim has delivered real sales growth for next generation technologies at Eloquest Healthcare and Sage Products," said Wendy LaTorre, BioDerm's Chief Strategy Officer. "His sales expertise will help shape the thinking of one of the fastest growth medical device companies as we expand our clients to include major facilities and health systems to improve the quality of care patients receive."

"BioDerm, Inc. is one of the most exciting opportunities I've seen in a long time," said BioDerm's National Sales Manager, Jim Terpstra, "Joining the BioDerm family as National Sales Manager is an exceptional opportunity to extend the BioDerm product portfolio beyond their strong base of community dwelling clients and deliver real results for patients and healthcare professionals across the country."

Prior to joining BioDerm, Terpstra was Director of Corporate Accounts for Eloquest Healthcare where he was responsible for negotiating contracts with GPOs, distributors and integrated health networks for product distribution, building and supporting a growing sales team and generating real term revenue growth to meet and exceed corporate goals. Before Eloquest, Terpstra spent 9 years with Sage Products, where he held leadership positions in corporate account development and was regularly recognized as Sales Person of the Year. A native of Michigan, Terpstra received his BA. in Northwood University in Midland, MI.

About BioDerm, Inc.

Headquartered in Largo, FL, BioDerm is one of the nation's leading manufacturers of

hydrocolloid products for urinary management, infection control and skin protection. BioDerm, Inc. is the manufacturer of Men's Liberty, a male external catheter designed especially for community dwelling men, the ReliaFit™ Male Urinary Device, the next generation external catheter designed for hospital use and CathGrip, a universal hydrocolloid securement line which can help reduce tube dislodgement and infection. All BioDerm's products aim to provide a superior patient experience through added comfort and reliability.

You can find more info here: www.BioDermInc.com