

Mr. Gary Maluf
Laboratory Manager
Benson Hospital
PO Box 2290
Benson, AZ 85602-2290

Dear Mr. Maluf:

I've been doing Focus Groups for many years, but I get excited about each new season. This year is no different. Would you do me the honor of joining me for a local meeting? The secrets to Helena's success are hard work, a passion for excellence, and input from "real world" professionals like you on new products and projects. In appreciation of your time, you'll receive a \$100 honorarium. Here are a few things I'd like you to see:

SPIFE Systems - What's the #1 reason laboratories are choosing SPIFE 4000? AUTOMATION. Just load samples and supplies, edit your worklist and press start. That's it. The SPIFE 4000 completely automates SPE and IFE, and I have new assays to show you at the meeting. We continue to improve the SPIFE 3000 and QuickGel systems and you'll get a sneak peak of next gen QuickScan software.

New V8 Capillary Electrophoresis - The pending pre-market notification for the V8, Serum Protein and Immunodisplacement assays is anticipated any day now. With 8 capillaries, on-board reagents, random access, smart sample handling, automated maintenance, and a throughput of 90 samples/hour, this system owns it all. You will like what you see.

Cascade Abrazo, Plateletworks and Actalyke - We've been busy with POC hemostasis products too. Pre-market notification is pending for the Cascade Abrazo system. Abrazo builds on the success of the Cascade POC for whole blood PT, aPTT, ACT, direct thrombin inhibitors, and a host of other assays. Its handheld touchscreen, powerful admin software, and extensive menu will open a new era in POC hemostasis testing. The Plateletworks platelet function assay and Actalyke ACT heparin monitoring assays continue to prove themselves too.

Lipoprotein(a) and More - Evidence continues to mount that cholesterol profiles that don't include Lp(a) may miss the most dangerous cardiac risk factor. Guidelines now recommend screening and treatment to lower Lp(a) levels to < 50 mg/dL. Are you ready? Helena has the best method to directly measure HDL, LDL, VLDL and Lp(a).

Please plan to join us! Register or send regrets at www.helena.com with your personal code:

If you prefer, circle the city you'd like to attend, add your e-mail address for an electronic confirmation and fax this letter to 409-842-2703. Feel free to call Marie Hust with questions. I look forward to seeing you. .

Best personal regards,

Tipton Golias, President



E-Mail?: _____