



September 23, 2009

Dear Valued Customer:

On July 1, 2009, Data Innovations (DI) acquired David G. Rhoads Associates (Rhoads). Over its 20 year history, DI has installed over 6,500 clinical laboratory middleware systems in 63 countries. Those systems, Instrument Manager (IM) and Laboratory Production Manager (LPM), help labs increase efficiency and improve workflow throughout pre-analytical, analytical, and post-analytical sample processing and non-analytical tasks such as equipment maintenance. Targeted towards the same goals, the statistical analysis and laboratory management modules of EP Evaluator (EE) are an excellent complement to IM and LPM.

To date, you have probably noticed very little, if any, change in your interaction with Rhoads. This is intentional as both DI and Rhoads were very successful independent companies and we are taking a conservative and prudent approach to the merger. In the short term, you will start to notice little changes, such as the billing remittance address and company name on invoices and even the logo on this page. As additional changes are made, we will make every effort to communicate, in advance, what they will mean to you.

With this merger, we intend to put DI's infrastructure behind the Rhoads team in order to enable increased development and support bandwidth, additional services, international coverage, and more. As this transition is made, Dr. Rhoads will be able to concentrate on interacting with our customers and innovating ways to help you run your laboratory.

Both EE and DI's middleware products will continue to be developed independently and will continue to be standalone applications, not reliant on each other. Integration points will be added, however, to both EE and IM/LPM to allow unique integration functionality when both are present.

Dr. Rhoads summarizes this merger by stating "with the addition of DI's resources, I believe we have positioned our unique products and services to go to the next level. I have committed to be with DI for at least 2 years to see that through."

You have been, and we hope will continue to be, a very valued customer and we sincerely Thank-You.

David G. Rhoads, Ph.D., DABCC  
Director, EP Evaluator

Gregory R. Vail  
President