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CONTACT:

Tracy Sheridan  
info@sterlingtechsoftware.com  
201.227.7569 x201  
[www.sterlingtechsoftware.com](http://www.sterlingtechsoftware.com)

## **STS Announces Position as Catalyst for Growth in Medical Device Industry**

*Company is the first to bridge gap between major investment firms and medical device startups.*

New York, NY (October 5, 2006)—SterlingTech Software (STS) announces its position as a catalyst for growth in the medical device industry. The company will officially make this announcement as a sponsor of Medtech Insight's Investment In Innovation (IN3) Medical Device Summit, being held on October 18-20 in Boston, Mass.

"Investors' comfort levels are much higher when startups have established partnerships which yield years of experience and a proven track record in the industry," said Bruce Swope, Vice President of Engineering for STS. "Early stage companies need to understand what investors are looking for, and how to best present to them, in order to secure funding for their company's growth. That's where we come in." Swope continued.

This track record becomes inherently invaluable during the FDA/CE approval process, as well. "Knowing, through experience, what the FDA expects is quite different than reading it in black and white. This knowledge in turn leads to reducing cost, and risk of a failed submission. It's about striking a balance," said Daniel Sterling, President of STS. (note to all: does this need more clarity)?

"Generally speaking, investors look at three things: the product or technology, the market opportunity and last but certainly not least, the team. We've 'been there, done that', so to speak," commented Sterling. "We've been a startup, and have experienced the growing pains, so we understand. Partnerships and knowledge transfer are key intangibles at this stage of the game," Sterling concluded. STS will be presenting, and meeting with investors and early stage companies alike, at MedTech Insight's IN3 East.

**About STS:** Established in 1998, SterlingTech Software (STS) is a recognized leader in specialized software development and testing services provided exclusively for the medical device industry. With a proven track record of successful FDA/CE product development, STS has the right expertise to help clients achieve US and European market approval. This knowledge and experience is instrumental in getting product to market, faster and more efficiently.

Additionally, STS is a key strategic partner in the venture capital and proof of concept processes, helping early stage companies understand what investors are looking for, and how to best present to them, in order to secure funding for their growth. Please contact Bruce Swope at 201 x ext 144, [bruce@sterlingtechsoftware.com](mailto:bruce@sterlingtechsoftware.com) or visit [www.sterlingtechsoftware.com](http://www.sterlingtechsoftware.com)

**About Medtech Insight:** Medtech Insight is the leading provider of business information and market intelligence for the medical technology marketplace. In3 East will be attended by the biggest dealmakers in the medtech industry, and is Medtech Insight's 20th investment and partnering event to date. For more information on Medtech Insight, please call or email Kristy Grimes at , [kristy@medtechinsight.com](mailto:kristy@medtechinsight.com), or visit [www.medtechinsight.com](http://www.medtechinsight.com).