Metrix Group Establishes Global Distribution Agreement with Cingular Orthopaedics

The Associated Press

SAN DIEGO--(BUSINESS WIRE)--Jun 26, 2012-- Metrix Group, a distributor of high demand Class I surgical equipment products, today announced it has signed an agreement to become the global distributor of Cingular Orthopaedics' products.

Cingular's groundbreaking CingleBit will be made available starting today via Metrix's comprehensive, user friendly online store, designed to provide the hospital, surgery center, trauma center and veterinary communities with quick, easy and affordable access to the tools of their trade.

A highlight of Australia-based Cingular's collection of surgical tools, CingleBit is a single-use, sterile drill bit that provides the user with enhanced drilling control, eliminates drill guide damage while minimizing over-drilling and reduces soft tissue, surgical glove damage. Other Cingular innovations include CinglePin and CinglePin Threaded, designed as alternatives to using traditional trocar pins and wires and traditional threaded pins.

"We're really excited to have our products now available to North American clinicians and beyond," said Liam Ellis, President and Founder of Cingular. "The global clinical community has responded favorably to the combination of patient and surgeon benefits, in terms of safety, usability and affordability. We provide an affordable product that meets high surgical standard requirements and eliminates the inherent risks of other multiuse drill bits. Our products are totally reliable because they are not worn, damaged or broken, and pose no cross-contamination risks to the patient." Cingular's unique design features were developed specifically with the human body in mind and are the first and only cutting tools to have these features. Other commercial industries have their own specific design tools for drilling and cutting, but until now, the medical industry has largely utilized technologies initiated from the industrial sector for drilling holes in living bone and tissue.

"Cingular manufactures unique and revolutionary single-use bits and pins that deliver superior performance and guaranteed sterility, at an affordable disposable price," said Metrix President & CEO M. Ross Simmonds. "We were genuinely excited to discover this terrific company and its line of products. Each is a legitimate solution for ease-of-use, cost, safety and sharpness issues. We're proud to be able to offer these outstanding products to our customers." Simmonds added that Cingular has an impressive selection of additional innovations in the product pipeline and that Metrix will also be offering those products as they become available.

Like all Metrix Group products, Cingular items purchased through Metrix will be sold

packaged single sterile. Reduction in sterilization costs, liability and manpower equates to additional value for the money. Cingular products are already up and available for sale on the Metrix website at https://go-metrix.com/content/purchase/orthopaedic-surgical-equipment/cinglebit.

Establishing a customer account with Metrix can be done by phone or online and will provide site users preferred access to discounted pricing. Metrix's convenient web ordering system eliminates the costs associated with issuing purchase orders. First time customers can simply fill out an application for an account online and be placing orders within 24 hours.

Metrix Group is an online medical device store focused on the main goal of saving customers money while improving the buying process.

Designed to enable the hospital and trauma center community with quick, easy and affordable access to the tools of their trade without compromising quality, Metrix provides the healthcare supply chain and practitioners with the specific products they need - when they need them, "taking the same dimensions to a whole new dimension." Metrix is also a full line logistics company for start-up and emerging organizations and their technologies. Visit www.go-metrix.com for more details.

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