

## **Merit Medical Partners With Verite Mobile Tools and Strategies to Create an Innovative Medical Device Conversion App**

The Associated Press

Merit Medical Systems, Inc. (NASDAQ: MMSI), a leading manufacturer and marketer of proprietary disposable devices used primarily in cardiology, radiology and endoscopy, and Vérité, a digital communications agency, announced the release of a cutting-edge iPhone App, Merit Convert, available on the App Store now. This revolutionary app quickly calculates important unit conversions and includes medical device-centric conversion modules such as an Artificial Aging Calculator, Needle Gauge Calculator and Work Week Calendar.

The key strategy behind Merit Medical's Convert app is to be a leading resource in the medical device industry and produce an app that can be used by clients, partners, and the public. The app is successfully driving new visitors to the Merit OEM site located at <http://www.meritoem.com/conversion-app/>. Since its initial deployment in the App Store, the Merit Convert app has received a 5 star rating and accolades for the time saving French size converter feature and innovative artificial aging calculator.

Vérité developed the Merit OEM website and mobile app utilizing cutting-edge strategies for mobile friendly interface design and development. Current plans include releasing the app on the iPad and other potential platforms. "We are pleased to have such a successful and resourceful app on the store and Vérité as a leading interactive partner," says Kyle Knowles, VP, Marketing Communications EMEA & OEM for Merit Medical. "This combination helped us release a great conversion solution for our partners and others."

About Merit Founded in 1987, Merit Medical Systems, Inc. is engaged in the development, manufacture and distribution of proprietary disposable medical devices used in interventional and diagnostic procedures, particularly in cardiology, radiology and endoscopy. Merit serves client hospitals worldwide with a domestic and international sales force totaling approximately 170 individuals. Merit employs approximately 2,600 people worldwide with facilities in Salt Lake City and South Jordan, Utah; Angleton, Texas; Richmond, Virginia; Maastricht and Venlo, The Netherlands; Paris, France; Galway, Ireland; Beijing, China; Copenhagen, Denmark; and Rockland, Massachusetts.

The Merit Medical Systems, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=3282>

About Vérité Vérité is an experienced and innovative digital communications agency committed to delivering creative and technology solutions to sales, marketing and training organizations worldwide. We specialize in cutting edge creative, technology

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tools, mobile applications and motion design production. We have applied our creativity, vision, experience and technology to strengthen brands, reach audiences and get results. Clients include Adobe, ATK, Intel, Merit Medical, Symantec and VSP Vision Care.

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