



**BEACON RETAINS BLUMENFELD AGENCY TO PROMOTE
MEDI 2005 MEDICAL DEVICE TRADE SHOW AND CONFERENCE
October 25 & 26, 2005**

HARTFORD, Conn. (March 9, 2005) – BEACON, the biomedical technologies association based in Hartford, today announced the appointment of Blumenfeld and Associates Communications, a Darien, Conn., public relations agency, to promote the association's first annual medical device conference and exposition. MEDi 2005 (www.medi2005.com), Oct. 25-26 at the Connecticut Convention Center in Hartford, is the Northeast's inaugural conference and exposition for the leading and emerging suppliers, designers, manufacturers, and developers of devices and technology for the medical, pharmaceutical, and biotechnology industries. It focuses on the invention, development and commercialization of new medical technology.

The Blumenfeld agency, established in 1980, specializes in trade show promotion and previously worked on behalf of the Action Sports Retailer, Outdoor Retailer, AHMA Hardware Show, and Sporting Goods Manufacturers Association Super Show. It will be responsible for managing media relations during MEDi 2005 and will work closely with the trade show's management company, Infinity Expo Group in Shelton, Conn. (www.infinityexpo.com). Infinity is a trade show management firm with experience in launching and producing national and international events in a variety of industries.

Over 300 manufacturers and suppliers displaying the latest in medical device technology are expected at MEDi 2005 along with an estimated 3,000 industry professionals. Exhibitors include surgical instrument suppliers, medical and rehab devices, and biomedical instrumentation.

The Blumenfeld agency is located at 397 Post Rd., Suite 213, Darien, CT 06820. Tel. 203 655 1600; blumassoc@aol.com; www.blumenfeldpr.com.

BEACON – Biomedical Engineering Alliance & Consortium – based in Hartford, Conn., (www.beaconalliance.org), is a not-for-profit trade association whose major goals are to facilitate collaborative research and industrial partnering as well as the nurturing of emerging medical technology companies. Tel. 860 547 1995, Robert.Miller@Beaconalliance.org

Infinity Expo is headquartered in Shelton, Conn. (www.infinityexpo.com). Tel. 203 925 2102, nwiggin@infinityexpo.com.

Contact:

Jeff Blumenfeld
Blumenfeld and Assoc. PR
203 655 1600; blumassoc@aol.com

Bob Miller
BEACON
860 547 1995, Robert.Miller@Beaconalliance.org