



Analogic Partners with AWare Technologies to Promote Employee Health and Wellness

Employees and Management Compete for Fitness Bragging Rights

PEABODY, Mass.--(BUSINESS WIRE)--May. 4, 2009-- Analogic Corporation (NASDAQ: ALOG) today announced its participation in AWare™ Technologiènnovative FitAWare™ corporate fitness program, designed to promote employee health and wellness. The FitAWare program measures activity level using the ActionTracker, a wireless activity monitor developed by AWare Technologies of Cambridge, Mass. Similar in size to an Apple® iPod Shuffle, the ActionTracker can be worn anywhere on the body to record a person's steps, a measure of activity level, with very high accuracy.

Dubbed the OT (Operations Team) Challenge, nine teams of ten employees were formed, including a team of ten senior managers (the OT) to see who can be the most physically active. The employee response to Analogic's OT Challenge was overwhelming with over 140 employees signing up. For the duration of the challenge, about a month and a half, each person's steps will be recorded on his or her individual ActionTracker while either walking or running. The information is then downloaded and viewed on the FitAWare website for employees to view their own team's progress. The team that takes the most steps at the end of the challenge can claim bragging rights as the most active employees in the Company. The winning team will have lunch served to them by the OT; but should the OT win, the losing team of employees will serve lunch to the OT.

Analogic has been working with AWare technologies for two years exploring the benefits of increased activity level on blood pressure and glucose levels. The concept of continuous-activity monitoring combined with periodic measurements of blood pressure, glucose, and weight could be the basis of a personal health monitor device of the future. This device could possibly allow people and their physicians to monitor their own overall health and wellness to address health concerns before they become serious. Analogic and AWare believe that the ActionTracker, coupled with an organized wellness program, could help reduce absenteeism, decrease healthcare costs, and improve employee productivity.

Doug Rosenfeld, VP of Analogic Human Resources, commented, "With all the negative news about the economy lately, we wanted to do something enjoyable with our employees while at the same time encouraging all of us to take a more active role in our health. This obviously has positive effects on the individual and can ultimately reduce healthcare cost for the Company. We are thrilled by the strong interest in the program. We hope this program will boost morale during these tough times."

Richard W. DeVaul, Ph.D., AWare's CEO, said "Analogic is a great organization and we are thrilled to have them as a FitAWare customer. I think the Analogic OT Challenge is a fantastic way to generate enthusiasm and excitement and shows a real organizational commitment to doing something positive to promote employee wellness. I love the idea of senior managers challenging employees to improve their fitness. Our FitAWare service makes it really easy to create and run custom challenges like this one."

About Analogic

Analogic Corporation is a growth oriented high-technology signal and image processing company, providing products and services to Original Equipment Manufacturers (OEMs) and end users in growing medical diagnostics and security markets worldwide. The Company is recognized worldwide for advancing the state of the art in Automatic Explosives Detection, Computed Tomography (CT), Digital Radiography (DR), Ultrasound, Magnetic Resonance Imaging (MRI), Patient Monitoring, and Advanced Signal Processing. For more information, visit www.analogic.com.

About AWare Technologies

AWare Technologies began operations in 2004 as a contract research company focused on body-worn monitoring technology for soldiers and Olympic athletes. AWare relaunched in 2007 to focus on the corporate & consume wellness and fitness markets. FitAWare, AWare's flagship corporate fitness product, launched in early 2008, followed later that year by StepTrakLite, AWare's first consumer offering and one of the most popular health and fitness applications for the Apple iPhone.

Source: Analogic Corporation

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