



## **Photo Release -- Veteran Healthcare Industry Executive Lars W. Shaw Joins Analogic as Vice President of Global Marketing for Its BK Medical Ultrasound Business**

PEABODY, Mass., Sept. 16, 2010 (GLOBE NEWSWIRE) -- Analogic Corporation (Nasdaq:ALOG), a leading provider of medical imaging and aviation security technology, announced today that Lars W. Shaw has joined the Company as vice president of global marketing for its BK Medical ultrasound business.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8009>

Shaw, who brings over 20 years of experience in leading global marketing organizations for medical device companies, will be responsible for developing and executing Analogic's BK Medical global marketing strategy to grow its existing ultrasound business and identify opportunities to penetrate new market segments. He will play a major role in focusing the Company's R&D investments on new technologies and products that will accelerate sustainable growth in the ultrasound business, while retaining BK's worldwide leadership position in its specialized market segments.

Prior to joining Analogic, Shaw held a number of key positions in the ultrasound industry, most recently as global vice president of marketing for Zonare Medical Systems, a privately held company based in California. Before joining Zonare, Shaw was the director of worldwide marketing for Siemens Medical General Imaging group. Prior to this, he held senior management positions at Acuson Corporation.

"Lars is an accomplished marketing executive with rich industry experience and I am very pleased to welcome him to Analogic," said Jim Green, Analogic's president and CEO. "His appointment is an important part of our strategy to expand our ultrasound business into new, high-growth markets. Lars will play a key role in driving brand awareness and overall growth of this business segment through the development of new ultrasound products and technologies. His extensive knowledge and experience as a veteran in the ultrasound industry will be invaluable as we grow our ultrasound business worldwide."

Shaw holds a masters in business administration from San Jose State University. His education also includes a bachelor of science in chemistry from the University of Florida and an associate of science in ultrasound and cardiopulmonary technology from Santa Fe Community College.

### **About Analogic**

Analogic (Nasdaq:ALOG), headquartered in Peabody, Mass., is a high-technology company that designs and manufactures advanced medical imaging and security systems and subsystems sold to original equipment manufacturers (OEMs) and end users in the healthcare and homeland security markets. We are recognized worldwide for advancing state-of-the-art technology in the areas of computed tomography (CT), magnetic resonance imaging (MRI), digital radiography, ultrasound, and automatic explosives detection for airport security. Our OEM customers incorporate our technology into systems that they in turn sell for various medical and security applications. We also sell our ultrasound products directly to clinical end-user markets through our direct worldwide sales force under the brand name BK Medical. For more information, visit [www.analogic.com](http://www.analogic.com).

### **About BK Medical**

BK Medical is a wholly owned subsidiary of Analogic Corporation (Nasdaq:ALOG), specializing in the development and production of diagnostic ultrasound equipment. BK Medical is recognized as a global leader in the development of ultrasound systems designed for surgery and the investigation of urological disorders. The products developed and marketed by BK Medical also include systems for other applications such as pelvic floor and anesthesiology. BK Medical has its European headquarters in Copenhagen, Denmark, and USA headquarters in Peabody, Massachusetts. BK Medical is represented in 60 countries with subsidiary sales companies in Belgium, Germany, Italy, the Nordic countries and the UK. An extensive network of distributors connects BK Medical with Eastern Europe, the Middle East, Asia, and the rest of the world. For more information visit [www.bkmed.com](http://www.bkmed.com).

The photo is also available at Newscom, [www.newscom.com](http://www.newscom.com), and via AP PhotoExpress.

CONTACT: Analogic Corporation  
Mark Namaroff, Director of Investor Relations

& Corporate Marketing  
(978) 326-4058  
investorrelations@analogic.com

<p>Lars W. Shaw, Vice President, Global Marketing, Analogic's BK Medical Ultrasound Business </p>

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