



INDUSTRY HEAVYWEIGHTS JOIN BEOCARE™ TEAM

Michael Morrissey named VP for Sales & Marketing Rijk Schipper joins board as Non-Executive Director

New York, NY & Hudson, NC, July 18, 2011 - BeoCare Group, a medical manufacturing company, which develops and produces medical consumables, used in long term care facilities, hospitals, and homecare, announces the hiring of two industry heavyweights.

Michael Morrissey has joined BeoCare as the new Vice President for Sales & Marketing. Michael is a veteran of the industry with more than 10 years of experience in the medical industry. He most recently served as national sales and marketing director for Tytex Inc. and previously worked at Restorative Care of America, Sankyo Pharma and Salix Pharma. “We believe Michael, who is a former professional athlete with a master's degree in physical therapy, will help BeoCare to better serve our clients and to forge new partnerships”, said BeoCare president Peter Vanderbruggen. Michael will focus on leveraging BeoCare's existing capabilities in seamless incontinence and maternity wear, in order to develop new and existing product offerings.

Rijk Schipper has joined the board of BeoCare as Non-Executive Director. He will use his extensive industry contacts to guide BeoCare's management team in its international expansion. Rijk has more than 20 years of experience in the industry with high ranking executive positions at Molnlycke and SCA. Most recently he served as president of SCA Personal Care EMEA and before that he was president of SCA Asia Pacific in Shanghai. Since leaving SCA, Rijk has been working as an independent consultant offering interim management, management consulting and coaching to health care, hygiene and packaging companies. “Rijk brings BeoCare an invaluable treasure trove of contacts in the industry”, said BeoCare president Peter Vanderbruggen, “which will allow us to take the company to the next level geographically and product-wise”.

BeoCare started as a specialist manufacturer of medical textiles, with a special focus on fixation pants for continence care and maternity care. Since being taken over by the Leeward group in 2009, BeoCare has expanded its product range through the licensing and development of novel products for use in ortho care, skin care, wound care and ostomy care. The BeoCare business model is based on an intensive focus on our in-house competence in research and development, leading to the design and delivery of product excellence. Our products are designed to ensure the absolute dignity of the user and incorporate the highest standards of function, comfort and aesthetics

Contact Information:

Michael Morrissey, VP Sales & Marketing: m.morrissey@beocare.net, (+1) 401 297 8411

Peter Vanderbruggen, President: p.vanderbruggen@beocare.net, (+1) 212 859 3488

www.beocare.net