



FOR IMMEDIATE RELEASE

Alternative Medical Supplies Receives Certification from the Michigan Minority Business Development Council

Grand Rapids, Mich., Jan. 16, 2009 – Alternative Medical Supplies, LLC today announced it has received certification from the Michigan Minority Business Development Council (MMBDC).

Richard Ortega, president of Alternative Medical Supplies, a minority-owned distributor of medical supplies serving hospitals, nursing homes, home health agencies, insurance companies and consumers, said the MMBDC-certification provides important third-party validation.

“Doing business with a certified minority-owned business helps companies fulfill their goals of supporting diversity within the community,” said Ortega. “Being certified will help us as we seek to expand our footprint within the marketplace.”

The MMBDC-certification is primarily used so governments, corporations and other organizations, such as hospitals and health care organizations, can verify that they are using a minority-owned vendor as they seek to fulfill diversity initiatives. To receive certification, a business must be a qualified minority-owned and controlled company as defined by the National Minority Supplier Development Council and the Michigan Minority Business Development Council Board of Directors.

“West Michigan is home to more than 120 MMBDC-certified companies,” said Valencia Cooper, director of the MMBDC West Michigan office. “Doing business with this diverse network of suppliers and vendors is very important to promote economic and job growth for our region, as MMBDC-certified companies employ more than 3,300 people in the community.”

Alternative Medical Supplies is a member of the West Michigan Medical Device Consortium.

About the Michigan Minority Business Development Council

Founded in 1977, The Michigan Minority Business Development Council has more than 1,300 certified minority business and more than 400 corporate members working together to further its mission to certify minority businesses; provide access to procurement opportunities; and develop capacity for minority business development. For more information, visit www.mmbdc.com.

About Alternative Medical Supplies

Alternative Medical Supplies (www.alternativemedicalsupplies.com) is a minority-owned distributor of medical supplies serving hospitals, nursing homes, home health agencies, insurance companies and consumers. Alternative Medical Supplies offerings and product lines include durable medical goods and furniture, temperature monitoring probes, blood pressure cuffs, latex gloves, glucose monitoring systems, and first aid kits. Through its partnership with Medline, Alternative Medical has access to nearly 100,000 different medical supplies and devices.

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West Michigan Medical Device Consortium

The West Michigan Science & Technology Initiative established the West Michigan Medical Device Consortium (www.wmmdc.org) in the fall of 2007 to bring medical device manufacturers together to focus on product innovation, business collaboration and advancement of lean manufacturing technologies. The WMMDC launched with seven founding members, and today has nearly 30 members.

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