

November 2, 2011

To our valued customers:

Today Manrex Limited unveiled a comprehensive transformation of its corporate identity. The new brand identity is crafted to ensure an accurate representation of today's Manrex, a leading innovation company providing a wide range of medication error prevention tools to hospitals, long-term care facilities, pharmacists, and community care providers. As we appreciate our clients' continued patronage, we have chosen to give you the first look at the new Manrex.



"We have transformed the Manrex identity into a symbol that reaffirms our commitment to our customers." said John L. Webster, Manrex Vice-President.

"From simple point of care solutions to game-changing automated robots, Manrex is continually working to identify new products to better serve our customers – all with the goal of maximizing our customers' ability to prevent medication errors."

The new Manrex logo features a lowercase treatment of the Manrex name with an accompanying diamond icon in the upper-right corner, representing forward movement and a vision for the future. The use of the diamond icon works to smooth the company's transition into the new identity by paying tribute to Manrex's longstanding Rx symbol.

"Our customers have a strong connection to what the Manrex brand stands for – promoting health by preventing error." said Fiona Webster Mourant, Manrex President. "Today we are reaffirming our brand position by modernizing our corporate identity from the ground up – a contemporary typeface and an engaging icon that looks to the future, while also incorporating some of our traditional brand elements that reflect our heritage and success."

Manrex's refreshed website, www.manrex.com, goes live tonight and the company will start integrating the new identity and logo on products, marketing materials, and facilities over the next 12 months.

The brand refresh comes one year before Manrex celebrates its 40th anniversary. "We wanted to put a bold statement into the marketplace that as we move forward into our 40th year, we have a clear direction and message for our customers" said Webster. "We are remaining true to our original philosophy – that regardless of what sector you are in; hospital, long-term care, pharmacy or community care, Manrex is here to act as your partner in medication error prevention."

About Manrex:

Manrex Limited is a 100% Canadian company specializing in medication error prevention systems and equipment for the community, long-term and acute care markets. Since its debut in 1973, Manrex Limited has led the field in the development and sales of medication delivery systems and it continues to expand its portfolio through proprietary and internationally sourced products.

