



## News Release

FOR IMMEDIATE REVIEW

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### Standard Imaging Receives Wisconsin Companies to Watch Award

**Middleton, Wisconsin, February 25, 2010** – Standard Imaging, Inc. is proud to announce that it is one of thirty Wisconsin based companies to be part of the inaugural 2010 Wisconsin Companies to Watch (CTW) awards program. CTW is a distinctive awards program developed by the Edward Lowe Foundation to honor second-stage companies that demonstrate high performance in the marketplace, exhibit innovative products, services or processes, or otherwise make their company "worth watching."

According to Wisconsin Entrepreneurs' Network (WEN) State Director Gayle Kugler "CTW recognizes companies at the crucial stage of growth where financial potential, concept and management have been established, and attracting talented workers, solid vendor relationships and access to peer learning are key components of future growth." The Edward Lowe Foundation's studies have shown second-stage companies are the ones who generate jobs and economic growth in their communities.

The Edward Lowe Foundation recognizes that many second-stage companies fly under the radar of typical awards programs. CTW is specifically designed to seek out businesses from a wide range of industries representing all areas of the state, not just those in major metropolitan areas. In addition to an evaluation on past growth and projected success, applicant companies are judged according to their special strengths. These strengths revolve around innovative products and business practices, special use of technology, work within the community and more.

Winners will have an opportunity to attend a complimentary three-day Leadership Retreat, hosted by the Edward Lowe Foundation at their Michigan headquarters this summer. The facilitated peer-learning retreat is created specifically for leaders of second-stage growth-oriented companies and gives them the opportunity to tap into the collective wisdom of the group. Winners from other state's CTW programs will be invited as well.

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Standard Imaging is a leading supplier of radiation calibration and quality assurance instruments and software supporting a broad range of radiation treatment applications, including dosimetry, brachytherapy, intensity modulated radiation therapy, image guided radiation therapy, and stereotactic radiosurgery.