



News Release

FOR IMMEDIATE REVIEW

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Standard Imaging Receives 2010 'Sustainable Small Business of the Year' Award

Middleton, Wisconsin, April 7, 2010 – It is with great pride that Standard Imaging announces that it was named the 'Sustainable Small Business of the Year' in this year's inaugural Business Sustainability Awards sponsored by In Business Magazine. Business Sustainability Awards recognizes area businesses and business people for contributions to the sustainability of the Greater Madison business community. In total, 8 awards were presented at an event April 6, 2010, at the Crowne Plaza. The categories of the awards presented included:

- Eco-Product or Service of the Year
- Sustainable Workforce Development of the Year
- Ecosystem Protection Initiative of the Year
- Eco-Efficiency Initiative of the Year
- Sustainable Small Business of the Year
- Sustainable Large Business of the Year
- Sustainable Community of the Year
- Sustained Individual Leadership Award

The 'Sustainable Small Business of the Year' award recognizes a small company, up to 100 employees, demonstrating a comprehensive sustainability effort that improves the environment and its social and economic performance.

Over the past few years, Standard Imaging has implemented a comprehensive Environmental Management System (EMS) based on the international ISO 14001 standard, complete with management team review, performance metrics and periodic auditing. In addition to its multiple environmental efforts, the company facility incorporates many green features, including geothermal heating/cooling and supportive solar panel electricity generation. It is also a recent recipient of the WI Department of Natural Resources Green Tier I Certification.

Standard Imaging earned the award from In Business's panel of judges based on their ability to couple environmental gains with continued net income growth. 'They've shown that you can be a very profitable green company, and that really sets an example for other companies – that they are profitable because of this.' Judges were impressed with the depth to which Standard Imaging built in performance metrics, and they were not surprised by its involvement in green tier certification. Said one judge: 'It's hard enough for a company that is 10 times that size to put forth the effort they have put into it.'

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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.