



Contact: Jean Creech Avent
770-862-7978, jean@orgprllc.com

WebOps™ Releases iPhone Application for Flagship Product, WebOps Logistics™

New iPhone app is a giant leap forward in managing orthopaedic surgery schedules, inventory tracking, and implant traceability

****Embargoed Until February 16, 2011****

ATLANTA, GA (February 16, 2011) -- WebOps, the leading orthopaedic, spine, and trauma medical device logistics innovator, today announces the release of the iPhone application for its WebOps Logistics software platform. The iPhone's simple interface further enables device and instrument manufacturers, distributors, hospitals and surgeons, to precisely track surgery schedules, physician preferences, inventory movement and implant usage. WebOps Logistics also operates on the iPad.

Tight integration with barcode scanners and RFID readers transforms efficiencies and traceability in the historically inefficient medical device supply chain. To date, several hundred thousand surgical cases have been done by hundreds of hospitals and multiple manufacturers utilizing WebOps Logistics for case scheduling, inventory tracking and implant traceability. WebOps Logistics is the only validated medical device logistics technology solution available to the orthopaedic industry today.

"Our commitment to this industry is to make the right technology investments that make the medical device supply chain less complicated and more operationally efficient, thus more profitable," says Amin Rahme, CEO of WebOps. "With the addition of iPhone and iPad capabilities, WebOps Logistics becomes an even more valuable and robust technology solution for all stakeholders in the orthopaedic industry."

WebOps Logistics is specifically designed to be platform agnostic, operating on iPhone, iPad, Blackberry, and Palm devices as well as netbooks, laptops and desktops. The WebOps Logistics Android app is currently in development, scheduled for release in the second quarter of 2011. Now anyone with virtually any platform can improve their medical device and instrument inventory management and traceability capabilities.

ABOUT

WebOps LLC is a privately-held technology company founded in 2005. WebOps was conceptualized by medical device industry leaders with decades of deep domain expertise and a clear understanding of the inherent challenges of managing the medical device supply chain. WebOps serves medical device manufacturers, distributors, hospitals and surgeons, who work in orthopaedics, spine, sports medicine and trauma. WebOps uses a web-based collaborative workflow approach to daily operations that enables a wide-angle view of multiple case schedules, individual physician preferences, and an abundance of innovative tools for inventory visibility, control and optimization. WebOps is headquartered in Atlanta, Georgia.

###