



## For Immediate Release

### Michael Bernstein takes over reins as METI CEO

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*Founder Lou Oberndorf promotes Mike Bernstein to President and CEO; Oberndorf will continue as Chairman.*

**Sarasota, FL. July 7, 2010** – Completing the corporate succession plan that was announced in February, 2010, METI, the Sarasota-based manufacturer of medical simulation products and educational software, today announced that Michael Bernstein has been promoted to President and CEO, and will take over management of the company. Bernstein originally joined METI in 2009 as Chairman of the Board before being promoted to President. Bernstein was appointed into the position by Lou Oberndorf, who founded METI in 1996 and who will continue to serve the company as Chairman of the Board.

Bernstein brings over 20 years of successful leadership experience in the healthcare and technology industries. Before joining METI, Bernstein was President and Chief Executive Officer of Innovative Health Strategies, a privately held healthcare IT company that was sold to IMS Health in 2007. Prior to that, Bernstein was President and Chief Operating Officer of Cobalt Corporation (Blue Cross and Blue Shield of Wisconsin), a publicly traded health insurance holding company, which was sold to industry giant, Wellpoint, in 2003. He also served as Executive Vice President of the University of Wisconsin Medical Foundation, an 850 physician academic group practice, the largest Group Practice in Wisconsin and one of the ten largest in the country.

"I am very excited and very honored," Bernstein said. "METI is one of the most exciting companies in healthcare today and our technology and educational content leads the industry. We are well positioned for success in the years ahead."

Bernstein has a J.D. from University of the Pacific, McGeorge School of Law and a B.A. from University of California, Davis.

#### **About METI**

Based in Sarasota, Florida, METI has been a leader in interactive human patient simulation since 1996. The entire family of METI simulators, including baby, adolescent and adults, are designed to mimic human medical scenarios including trauma, heart attack, drug overdose and bioterrorism. Today, more than 6,000 METI simulators are in use by defense organizations, medical schools, nursing schools and other entities involved in health care education. METI is privately owned by Lou Oberndorf and Baird Capital Partners (BCP) of Chicago.

#### **For additional information, contact:**

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