

## GT UROLOGICAL, LLC NAMES BARD ADVERTISING AGENCY OF RECORD

Edina, MN—August 30, 2005—BARD Advertising, Inc., a marketing communications agency, announced today, that it has been named the agency of record for GT Urological, LLC, a new start-up medical device company located in Minneapolis, MN.

Mr. Robert Pilon, Executive Vice President, in charge of Marketing, Sales and Business Development for GT Urological, LLC, stated, “BARD has an excellent reputation of providing strategic marketing communications services for clients in the medical arena. BARD’s understanding of our product positioning and “go-to-market” strategy, along with their proven successes in developing creative solutions that get results, were key factors in selecting BARD as our agency of record.”

As GT Urological, LLC agency, BARD will create all tactics and components for the new product launch, which will include an aggressive national sales & marketing program for the new male urological medical device product, which is expected to enter the medical device market in the fall of 2005.

### ABOUT BARD ADVERTISING

BARD, a full-service marketing communications agency, understands the behaviors and environments in which your brands live. Our unique approach to the marketplace allows for brand success by delivering results-driven promotional programs and brand building campaigns that increase awareness and sales. It’s all about the results!