



NEWS RELEASE
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Healthcare IT Transaction:
JD FORD & COMPANY ADVISES DATA INNOVATIONS IN ITS
SALE TO BATTERY VENTURES

Denver, CO, November 11, 2010— JD Ford & Company is pleased to have served as exclusive financial advisor to Data Innovations, Inc. in its sale to venture capital and private equity firm Battery Ventures. Greg Vail and Dave Potter founded Data Innovations in 1989 to offer simple connectivity solutions for clinical laboratory instruments and grew the company both organically and through acquisitions into the world’s leading provider of connectivity, data management, data analysis and workflow solutions for the lab. Today, the company is the market-leader, with over 6,500 systems in more than 65 countries around the world.

Jeff Sasakura, Vice President at JD Ford & Company, said “we are pleased to have had the opportunity to advise Data Innovations in this transaction. The company’s market leading position in the dynamic healthcare IT market, growth profile, and indispensable product line made it a very attractive acquisition target and a perfect fit for the team at Battery Ventures. We are honored to have had the opportunity to help the founders gain liquidity and capitalize on the success of the company they worked tirelessly to build.”

JD Ford & Company is a specialized Investment Bank that helps business owners increase business value, obtain growth capital, gain personal liquidity, and create lasting family legacy. JD Ford works in a variety of industries including consumer products, specialty retail, information technology, building products, and specialized services. JD Ford & Company leverages its extensive experience, processes, vast network of connections and unique insight to guide business owners through a variety of transitional events. For more information please visit www.jdford.com.

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