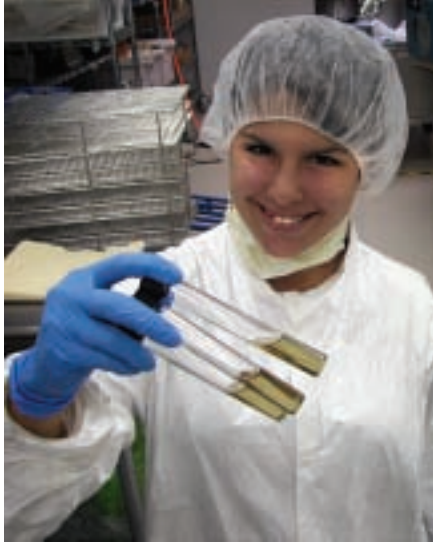
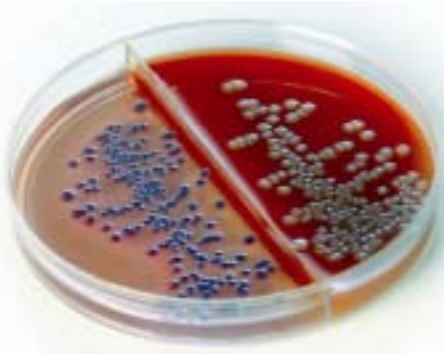


- **What We Do:** Hardy Diagnostics manufactures culture media and rapid identification kits for microbiological testing in clinical and industrial laboratories.



- **Culture Media** is the “food” that supports the growth of bacteria and fungi; and is packaged in petri plates, glass tubes, flasks, bottles, and jars.



- **The Market:** Hardy’s customers consist of hospitals, clinics, universities, food and beverage processors, water districts, veterinarians, biotechnology, doctor’s offices, and pharmaceutical companies.
- **Customers:** There are over 6,000 laboratories that utilize the services of Hardy Diagnostics on a regular basis.



- **Manufacturing:** Hardy manufactures over 3,200 different products used in the microbiology laboratory. Hardy is licensed by the FDA as an *in vitro* “Medical Device Manufacturer”.
- **Distribution:** Hardy sells directly to the end user in most situations, and supports “on-line” ordering.



- **Product Mix:** Over half of the company’s sales are derived from our manufactured goods. The balance is made up of distributed items from over 80 other lab supply manufacturers. A total of 12,000 products are offered to Hardy’s customers.

**History:** Hardy Diagnostics has been in business for 30 years. Jay Hardy, who trained as a Medical Technologist and microbiologist at Santa Barbara Cottage Hospital, founded the company in the Central Coast area of California in 1980.



**Employees:** Currently, there are 180 employees, of which 155 are based in Santa Maria. Many positions require a degree or advanced training in microbiology, biochemistry, medical technology, or laboratory science.



**Research:** The Company has an active R&D department that develops unique products as well as makes improvements to existing ones. This team of microbiologists develops new products that provide for the rapid detection and identification of pathogenic bacteria and yeast.



**Nationwide Distribution Network:** Five remote distribution warehouses are maintained in:

- Phoenix, Arizona
- Tacoma, Washington
- Salt Lake City, Utah
- Lima, Ohio
- Dallas, Texas

**Exporting:** Hardy Diagnostics' CRITERION™ brand of dehydrated culture media in the powder form is currently being exported to over 30 foreign countries, mostly in South America and the Pacific Rim.



**Technical Assistance:** 12 account representatives provide sales assistance throughout the U.S. to laboratory customers in the field. In addition, a team of microbiologists and medical technologists provide phone support from the home office. A software program, known as HUGO™, provides technical data and color photos for all Hardy products.

**Fit Friendly Workplace:** The company was recently certified as a “fit friendly” workplace by the American Heart Association. The co-workers enjoy healthy food choices during breaktime, walking trails, health club discounts, an onsite gym, sports teams, and other health related activities. In 2009, the company earned the Bronze award as a “California Fit Business” in 2009.



**Market Position:** As a culture media manufacturer, Hardy Diagnostics is the only company of its kind in California. The company is one of only two culture media manufacturers in the western states; and is the third largest in the United States.



**Growth:** The Company has maintained a consistent growth rate of 6 to 15% per year. Since the beginning, the company has increased its sales every year, without exception. Current sales are approximately \$27 million annually. The Company has produced a profit every year since its beginning in 1980.

**The Hardy Campus:** The company currently occupies three contiguous buildings of 76,000 square feet at its headquarters on McCoy Lane. All manufacturing takes place in the Santa Maria facilities.

**Profit Sharing Program:** Hardy Diagnostics is an “Open Book Management” company where employees follow the financial progress of the company as they share in the profits on a quarterly basis.

**ISO Certification:** In 2005, Hardy earned its certification as an ISO 13485 company. This is an internationally recognized registration program for medical device manufacturers. It certifies that the quality management systems at the Santa Maria manufacturing and distribution facility have met the international ISO quality standards.

**Community Involvement:** Hardy is a regular supporter of local organizations such as: The Salvation Army, The Boys and Girls Club, the Good Samaritan Shelter, YMCA, Central Coast Ministries and Community Services, CareNet Pregnancy Center, Fellowship of Christian Athletes, Young Life, Children’s Discovery Museum, and the Company’s own “Adopt a Platoon” program to support our troops in the Middle East. A medical mission in Haiti is also actively supported. In addition, the company provides free materials for local students’ science projects. As for sports, the company sponsors several employee softball, soccer and basketball teams known as “The Contaminators”.

**Awards:** The Santa Maria Valley Economic Development Association chose Hardy as the recipient of the “Founders Award” for 2004, given annually to a growing company that benefits the local community. Also in 2004, Hardy was chosen by the Small Business Administration and the Pacific Coast Business Times to receive the “Spirit of Small Business” award for Northern Santa Barbara County. The company was included in INC Magazines top 5,000 fastest growing companies in America in 2009.

