



MILLER-KEYSTONE BLOOD CENTER

FOR IMMEDIATE RELEASE

June 1, 2010

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MILLER-KEYSTONE BLOOD CENTER NAMED EXCLUSIVE BLOOD SERVICE PROVIDER TO BRANDYWINE AND PHOENIXVILLE HOSPITALS

BETHLEHEM, PA – Officials at Miller-Keystone Blood Center have announced that effective July 1, 2010, the Blood Center has been named exclusive blood provider to Brandywine Hospital and Phoenixville Hospital. In this capacity, Miller-Keystone will serve as the only provider of blood products and services to the hospitals and residents of the Coatesville and Phoenixville areas.

"Miller-Keystone Blood Center has a 40-year record of outstanding service to hospitals in the region," says Steve Tullman, CEO of Phoenixville Hospital. "This new affiliation will allow us to continue to provide our patients with necessary life-saving blood products in a safe, timely manner. We strongly encourage all residents in our community to support Miller-Keystone by visiting the upcoming blood drives that will take place here at Phoenixville Hospital and in our region."

"Miller-Keystone Blood Center has made a commitment to provide enhanced services to our community" added Bryan D. Burklow, CEO of Brandywine Hospital, "we look forward to working closely with them to provide quality service to our patients and their families."

Miller-Keystone Blood Center is a not-for-profit, 501(c)(3) community blood center that has served Eastern Pennsylvania and Western New Jersey since 1971. Headquartered in Bethlehem (PA), Miller-Keystone currently operates five (5) regional donor centers and hosts more than 2,000 bloodmobiles annually. The Center serves as the only supplier of blood products to 20 hospitals in Berks, Bucks, Carbon, Chester, Lehigh, Luzerne, Northampton, Montgomery and Schuylkill (PA), and Warren (NJ) counties. For over 40 years, the Center has maintained a record of FDA compliance for quality and safety in blood collections, testing and distribution. They are the fourth blood service in the nation to receive the ISO9001 quality registration, and one of three blood banks in the nation to be named a "Center of Excellence" by Caridian BCT.

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"Miller-Keystone Blood Center is proud to be selected as exclusive blood provider to Brandywine Hospital and Phoenixville Hospital," says Joseph Yelo, Vice President, Administration, Miller-Keystone Blood Center. "The Blood Center looks forward to working with both the hospitals and organizations throughout the region, to ensure a safe, adequate and continuous blood supply for the community. We plan on contacting area schools, churches, businesses and community organizations, in anticipation of establishing donor groups for the purpose of conducting blood drives either on-site, or through one of our self-contained bloodmobile vehicles."

Yelo also confirms that Miller-Keystone Blood Center anticipates opening a new donor center in the region, located in the Lionville Shopping Center on Eagleview Boulevard (Route 113) in Exton. Opening of the new center is slated for August 2010.

For more information on the Blood Center's affiliation with Brandywine Hospital and Phoenixville Hospital, contact:

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