

Press release

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For immediate release

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Barco to deliver diagnostic display systems to Baptist Memorial Health Care

Duluth, GA, 31 January, 2008 – Medical imaging market leader Barco announced today an agreement with Baptist Memorial Health Care to provide diagnostic display systems to all of its fifteen affiliate hospitals in the Mid-South of the United States. The display solutions will be purchased through third party distribution and OEM partners.

“Barco is very pleased to announce this new agreement,” said Mike Sklar, Director of Barco’s Medical Imaging Division for North America. “We are honored to be the worldwide partner for medical imaging systems for Baptist Memorial Health Care”, he added.

In support of the contract, Barco commits to provide direct access to its technical support team and establish a dedicated, in-house Baptist Memorial training and support team. In return, Baptist Memorial will become a national reference/luminary site and use Barco as the preferred supplier of display technology products throughout Baptist Memorial hospitals.

“We are very excited about this partnership,” said David C. Hogan, Executive Vice President and Chief Operating Officer for Baptist Memorial. “The training and support team will be a great help to our colleagues, giving them guidance so they can continue to provide high-quality, leading-edge care to our patients.”

The agreement is set to commence immediately and extends to 2012. It includes Barco’s Coronis and Nio display systems, both presenting radiologists with consistent, high-quality images for many years. Furthermore, the deal comprises Barco’s innovative softcopy QA solution, MediCal QAWeb, which guarantees maximum diagnostic confidence and uptime of PACS display systems by providing automated DICOM calibration, Quality Assurance, display asset management, problem solving and reporting.

About Baptist Memorial Health Care

One of the largest and top-rated integrated health networks in the country, Baptist Memorial comprises 15 hospitals in West Tennessee, North Mississippi and East Arkansas; more than 3,100 affiliated physicians; home, hospice and psychiatric care; minor medical centers; a network of surgery, rehabilitation and other outpatient centers; and an education system highlighted by the Baptist College of Health Sciences. In fiscal year 2007, Baptist Memorial provided \$429 million in community benefit, and, according to a 2005 University of Memphis study, the organization had an economic impact of more than \$2 billion on the communities it served in fiscal year 2004. For more information about Baptist Memorial, please visit www.baptistonline.org or call 800-4-BAPTIST.

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About Barco

Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. Barco has its own Sales & Marketing, Customer Support, R&D and Manufacturing facilities in Europe, North America and Asia Pacific.

Barco (Euronext Brussels: BAR) is active in more than 90 countries, and has 3800 employees worldwide. Barco posted sales of 751 million euros in 2006.

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