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NxStage Completes Move to Direct Sales In UK



NxStage® Medical, Inc., a leading manufacturer of innovative dialysis products, announced today that it has completed its move to a direct sales model in the United Kingdom. NxStage will begin selling the System One™ and related products and services directly in the region through its wholly-owned UK subsidiary, NxStage Medical UK, Ltd. The Company's former UK distributor, Kimal® Plc., remains a trusted partner, and will continue to assist NxStage with customer service and logistical support.

"We are excited to expand our direct operations into the UK," said Jeffrey Burbank, Chief Executive Officer of NxStage. "As the next step in our international growth strategy, this move presents us with the opportunity to build upon Kimal's success, strengthen our relationship with customers, and more rapidly take advantage of new product approvals."

"Kimal are so proud of the introduction we have made in the UK with the technology of NxStage. It is a delight to be able to make such a difference to the lives of patients with renal disease," stated Alan Press, Chief Executive Officer of Kimal Plc. "Dialysis keeps them alive, NxStage at home gives them their life back! May many more patients receive this benefit, it really does make a difference. We wish every success to the NxStage team."

The UK-based NxStage team is solely dedicated to supporting home hemodialysis enabling close alignment and responsiveness with the needs of UK Trusts, health care professionals, and patients. NxStage UK will set up and directly control commercial activities including sales, marketing, and all clinical support activities for the National Health Service (NHS) hospitals managing home hemodialysis programs.

Source: [NxStage Medical](#)

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