

FOR IMMEDIATE RELEASE

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FBS STOCKS SHELVES AT LAKELAND REGIONAL MEDICAL CENTER

Starting Monday, FBS Will Be Sole Supplier of Blood and Transfusion Services

(St. Petersburg, FL: 08/06/08) Florida Blood Services(FBS) will begin stocking the shelves at Lakeland Regional Medical Center(LRMC) on Friday, August 8, with 365 units of red blood cells, as well as additional units of platelets and plasma, in preparation for serving the blood needs of patients there starting on Monday, August 11, 2008. This represents approximately a five day blood supply based on current usage.

"Annually, LRMC patients need about 19,000 units of red blood cells and 5,000 units of lifesaving therapeutic platelet doses ," said JB Gaskins, FBS Vice President of Donor Systems. "We have had a few blood drives this summer in Polk County as we began to build our blood supply to serve their patients, but we are looking for more companies, schools, churches and civic groups to sponsor regular drives to meet the ongoing needs of the Lakeland community," said Gaskins.

LRMC will host their first of monthly employee blood drive with FBS on Sunday and Monday, August 10 and 11, 2008. Prospective blood drive sponsors can contact Tim Malone, FBS Director of Donor Systems at 727-568-2120 for further information.

"Their experience in operating transfusion labs in multiple hospitals and other major trauma centers will enhance our program and assist us in meeting and exceeding national standards," said Jack Stephens, LRMC President/CEO.

"Lakeland Regional is one of the country's premiere healthcare institutions. We're pleased to support them and help fulfill their commitment to providing the best healthcare services for their patients," said Donald Doddridge, CEO of FBS.

FBS provides for the blood needs of patients at 37 hospitals in Hillsborough, Manatee, Pasco, Pinellas and Polk Counties, through the generosity of volunteer blood donors. Over 800 donations are required daily, due to the high quality of medical care in Tampa Bay that serves the most critically ill patients throughout west central Florida.

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