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BioDrain Medical Retains KCSA Strategic Communications as Corporate Communications Counsel

MINNEAPOLIS, Feb. 14, 2013 /PRNewswire/ -- [BioDrain Medical, Inc.](#), (OTCQB: BIOR), producer of the FDA approved STREAMWAY[®] System for automated, direct-to-drain surgical fluid disposal that reduces the risk of exposure to hazardous waste, announced today that it has retained [KCSA Strategic Communications](#) (KCSA), a leading New York-based communications firm, to direct the Company's public relations program and act as its corporate communications professionals.

(Logo: <http://photos.prnewswire.com/prnh/20120517/NY09396LOGO>)

KCSA has been engaged to deploy a public relations campaign designed to increase awareness of BioDrain, its products and technology, targeting the healthcare and medical device sectors, in addition to local business and leading trade publications.

Since KCSA's inception more than 40 years ago, the firm has developed a strong reputation for its work representing domestic and international companies across all industries, including medical devices, healthcare services and biotechnology. Todd Fromer and Lewis Goldberg, Managing Partners of KCSA, will lead the communications team and provide strategic counsel on financial and media communication matters.

"This engagement is coming at a critical time for our Company. We are experiencing a quick and rapid upswing in awareness about our flagship technology, the STREAMWAY System. Hospitals and healthcare groups are now proactively looking for a reliable and cost-effective solution for their fluid management requirements," said Josh Kornberg, Chief Executive Officer at BioDrain Medical.

"KCSA will lead a national awareness campaign focused on educating hospitals and healthcare facilities on how the STREAMWAY System improves operating room safety for nurses, doctors and patients with a cleaner, safer surgical fluid disposal solution that is more reliable and less expensive than the existing manual processes," concluded Mr. Kornberg.

"We believe BioDrain has a product that raises the bar for safety, efficacy and competitive pricing in a market environment that has recently become very uncertain for hospitals and other facilities that have significant fluid management needs," said Todd Fromer, Managing Partner of KCSA Strategic Communications. "Based on our experience working with dozens of healthcare companies, we believe KCSA is the right firm to help tell BioDrain's story, and we look forward to supporting their communications initiatives with targeted outreach to the healthcare industry."

About BioDrain Medical

BioDrain Medical, Inc. has a fully automated, patented, FDA cleared, surgical fluid disposal system that virtually eliminates operating room workers' exposure to blood, irrigation fluid and other potentially infectious fluids found in the surgical environment. Today's manual surgical fluid handling methods of hand-carrying filled surgical fluid canisters and emptying these canisters is an exposure risk and an antiquated approach to the handling of surgical fluid waste. BioDrain's STREAMWAY System fully automates the collection, measurement and disposal of surgical fluids and is designed to result in: 1) reducing overhead costs to hospitals and surgical centers, 2) improving Occupational State and Health Association (OSHA) and other regulatory compliance agencies' safety concerns, and 3) streamlining the efficiency of the operating room (and thereby making surgeries more profitable).

BioDrain's STREAMWAY System is eco-friendly as it contributes to cleaning up the environment. Currently, approximately 50 million bloody, potentially disease infected canisters go to landfills annually in the United States. These tainted canisters can remain in landfills for years to come. With the installation of BioDrain's STREAMWAY System, the number of canisters can be significantly reduced. BioDrain Medical, Inc. makes the operating room and our environment safer, cleaner, and better. BioDrain products are currently being represented by independent professional sales representatives that cater to the needs of hospitals and ambulatory surgical centers across the country. For additional information, please visit: www.biodrainmedical.com.

Forward-looking Statements

Certain of the matters discussed in this announcement contain forward-looking statements that involve material risks to and uncertainties in the company's business that may cause actual results to differ materially from those anticipated by the statements made herein. Such risks and uncertainties include, among other things, our ability to establish and maintain the proprietary nature of our technology through the patent process, as well as our ability to possibly license from others patents

and patent applications necessary to develop products; the availability of financing; the company's ability to implement its long range business plan for various applications of its technology; the company's ability to enter into agreements with any necessary marketing and/or distribution partners; the impact of competition, the obtaining and maintenance of any necessary regulatory clearances applicable to applications of the company's technology; and management of growth and other risks and uncertainties that may be detailed from time to time in the company's reports filed with the Securities and Exchange Commission. This is not a solicitation to buy or sell securities and does not purport to be an analysis of the company's financial position. See the company's most recent Quarterly Report on Form 10-Q and subsequent 8-K filings.