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FOR IMMEDIATE RELEASE

Turning Bridge Provides HealthAlliance Hospital With a Customized Linen Outsourcing Solution

BOSTON, September 13, 2010 — Turning Bridge, a laundry managed services company based in Boston, Mass., announced that they will provide HealthAlliance Hospital, a Member of UMass Memorial Health Care, a customized linen outsourcing solution designed to improve quality, service and lower overall cost. The agreement marks the culmination of Turning Bridge's work in partnership with HealthAlliance's management team to design a better way for managing linen related operations.

"We are excited to deploy our solution at HealthAlliance," said Jonathan L. Benjamin, president of Turning Bridge. "We are confident that our tireless work to design a new way for managing linen operations will ultimately lower the overall linen service cost and create a win/win for both organizations. HealthAlliance has been a great partner during the design phase and we are thrilled that they will be our first customer to experience the benefits of our solution."

Turning Bridge will use a combination of customized processes and proprietary technology to streamline the linen service supply chain. Overall quality and service will be improved and extraneous expense and non-value added work will be eliminated.

"Turning Bridge represents a change from the norm and we are eager to begin the journey that will improve operational effectiveness of linen-related operations at our facilities," said David Duncan, Corporation Vice President of Facilities at HealthAlliance. "We are confident that Turning Bridge will bring tremendous value to our organization long term."

About Turning Bridge

Turning Bridge was formed in 2009 and is a managed service and outsourcing company that combines diverse experience, comprehensive capabilities and operational excellence in all that it provides to customers. Focusing on the hospitality and healthcare industries, Turning Bridge collaborates with clients to help them become more efficient and effective organizations. Learn more about Turning Bridge services at www.turningbridge.com and find us on Facebook.

About HealthAlliance Hospital

HealthAlliance Hospital is a not-for-profit, full service, acute care hospital that serves the communities of North Central Massachusetts and Southern New Hampshire. As a member of UMass Memorial Health Care, HealthAlliance Hospital offers direct access to the advanced medical technology and specialty services that are part of the region's academic medical center. The HealthAlliance system includes a hospital with services on two campuses in Leominster and Fitchburg, a regional cancer center, outpatient physical therapy centers, a home health and hospice agency, and primary and specialty care physician practices. For more information about HealthAlliance, visit www.healthalliance.com.

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Turning Bridge Launches *TB Connect*
An Innovative Software Solution Designed to Improve the Linen Service Supply Chain

BOSTON, April 1, 2010 — Turning Bridge, a laundry managed services company based in Boston, Mass., announced that it has developed *TB Connect* a linen service supply chain management software platform designed to streamline operations and lower linen related expenses incurred by industrial laundry customers. Engineered from the ground up, it enables customers to better manage linen inventory and related processes.

The ability to eliminate linen service supply waste has become increasingly important due to budgetary pressures and increasing outsourced linen service costs. Until now, industrial laundry customers relied on linen service companies to help effectively manage linen inventories and minimize cost. Without systems and controls that provide visibility into process variation, consumption patterns, and procedural compliance, industrial laundry customers are left without a way to manage inventories and related processes. The limited solutions offered by linen service companies fall short of providing end-to-end process visibility and control.

"Over the past 9 months we have worked with many industrial laundry customers to pinpoint areas of inefficiency. Most originate from a lack of useful tools that give customers the ability effectively manage laundry related processes and inventory. Since Turning Bridge is focused on designing, deploying and managing highly efficient laundry solutions, we determined that a need existed to build an application that gives customers better visibility and control over laundry related processes. *TB Connect* is highly customizable and can track virtually every unique aspect of a customer's operation," said Jonathan Benjamin, President of Turning Bridge. "By monitoring end-to-end processes, customers can use *TB Connect* to identify points of variation and take action. Additionally our software helps determine optimal inventory and resource utilization based on consumption and work patterns. Combined with our dedicated service organization that assist customers every step of the way, Turning Bridge is truly providing a comprehensive solution to the market that will help improve overall operating efficiency."

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TB Connect's Features and Benefits:

- Linen Consumption Measurement: Enhanced data capture and monitoring capabilities dramatically improve the level of linen consumption data available – consumption can be analyzed at the SKU, department or individual employee level. By measuring linen consumption data in multiple ways, *TB Connect* helps identify process variation and facilitate root cause investigation.
- Workflow Automation and Management: *TB Connect's* process automation capabilities govern all aspects of a particular process. Customers who utilize *TB Connect's* workflow automation tools can eliminate process defects such as manual data entry errors and procedural non-compliance.
- Utilization Modeling: *TB Connect* captures and tracks all pertinent processes and steps taken to perform specific tasks enabling customers to calculate labor utilization, cycle times, and inventory turnover.
- Customized Reports: *TB Connect's* reporting capabilities allow clients to customize reporting and analyze data at the most granular level. Key client info can be imported so automated reports can include common metrics monitored by an organization. Enhanced charting and graphing capabilities integrate statistical process control tools so users can receive real time statistical feedback on processes monitored by *TB Connect*.

TB Connect is immediately available and sold on a monthly subscription basis.

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**A Fresh Take on Laundry Management
*New Laundry Facility Management Company Hits the East Coast***

BOSTON, July 29, 2009 — Goodbye traditional laundry outsourcing – hello to a customized and efficient way of thinking everything laundry. As a new laundry facility management company based in Boston, Mass., Turning Bridge is a managed services and outsourcing company sure to be recognized as a key player in the hospitality and healthcare industries by delivering innovative laundry processing solutions to their customers.

“We’re thrilled to embark on this new venture,” said Jonathan L. Benjamin, president of Turning Bridge. “At Turning Bridge, we’re proud of our experience serving the hospitality industry’s complete laundry supply chain along with our experiences effecting change at organizations large and small through our consulting practice. We look forward to delivering value to our customers in a time where tangible benefits are needed more than ever.”

Adding to their roster, Turning Bridge has appointed David Brigham as the director of business development. With 20 years experience at industry-leading companies such as Sodexo and Angelica, Brigham brings to the table a unique perspective of being able to look at each opportunity from both sides as a previous user and customer of laundry services and as a former service provider as well.

Recognizing the Need for Change

Turning Bridge was formed in 2009 due to a need for change in the \$10 billion industrial laundry market. After spending nearly five years in the industry as a service provider and consultant, Benjamin learned that linen-related outsourcing programs and in-house operations are often very inefficient causing challenges that expand far beyond the laundry. Such inefficiencies are becoming increasingly important to address. For example, the healthcare arena is struggling to keep up with demand despite uncertainty about government reimbursements and the hospitality arena is looking to weather the storm of lower demand due to the current economic environment.

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“Lowering expenses and minimizing the impact on the environment while improving effectiveness is crucial for both industries,” said Benjamin. “Current choices available often fall short of delivering real value to the laundry customer – we aim to change that.”

A Winning Solution

Turning Bridge delivers a comprehensive solution that addresses laundry-related problems plaguing the hospitality and healthcare industries. Often companies are forced to either build their own laundries or outsource to a laundry service or linen supply company. Traditionally, in-sourced operations are difficult to manage and tend to cost more to operate when compared to outsourcing. By outsourcing, customers often create new complexities and risk dependencies which can jeopardize quality and lower flexibility for their business.

“Deciding how to deal with the laundry becomes less about in-sourcing and outsourcing, rather about designing an optimal laundry solution regardless of where the laundry is processed or who owns the linen,” said Benjamin. “Our approach at Turning Bridge uses methods heavily influenced by our backgrounds and experience working with the Toyota Production System and Six Sigma. We've worked hard to perfect and streamline our processes and systems to deliver optimal results to our customers.”

The Turning Bridge managed service solution enables companies to retain a certain level of control over how the laundry is processed, yet still capitalize on the benefits of outsourcing. Each solution is unique, flexible and aligns perfectly with the customer's objectives.

Recipe for Success

Turning Bridge finds pride in operating by four core values that guide all customer, employee and community interactions.

- Client Value Creation: Improve customers' operating performance, create long-term relationships and focus on execution excellence.
- Integrity: Inspire trust by taking responsibility, providing complete visibility, acting ethically and encouraging honest and open communication.
- Respect for the Environment and Surroundings: Recycle, reuse and reduce waste to minimize impact on the environment and engage, employ and improve the community.
- Respect for the Individual and Their Well-Being: Provide a safe working environment to employees, contractors and customers.

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