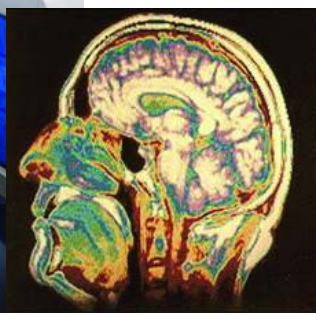


# PRAXAIR CRYOMAG SERVICES

Interview with Marybeth Marx – General Manager



**1. What is the background of Praxair's Cryomag Services business?**

Praxair, Inc. (NYSE:PX), the parent company, has been a leading global supplier of helium since the early 1900s. Helium gas has many uses and one key application is using liquid helium to maintain the superconductivity of magnets in MRI and NMR equipment. Praxair has transformed itself from a "molecule-based" business supplying cryogenics to a service business, including helium transfills, when it acquired Cryomag Services, Inc. in 2003. This acquisition allows us to provide a comprehensive suite of services which focuses primarily on cryogen transfilling and eliminating or minimizing downtime of magnets, and provides us with an exciting opportunity to grow the service piece of the business from a regional to national provider.

**2. What is the primary focus of the business and markets that it serves?**

Our primary focus is to be a helium service provider to the healthcare and pharmaceutical markets which include original equipment manufacturers, asset managers, hospitals and independent service organizations. We also provide the same for academic research and teaching. That means we supply the cryogenics (helium and nitrogen), perform the transfill and also troubleshoot magnet performance for our cus-

tomers. We are always looking to create value for customers through increased productivity of a specific magnet or by reducing the operating cost of a unit.

**3. What do you think has been the key(s) to the success of the business?**

We attribute our continued success to listening to our customers' wants and needs and striving for flawless delivery of their requests. We have a team of trained specialists who work hand-in-hand with our customers in fulfilling their MRI or NMR requirements. We also have nine helium distribution centers strategically located throughout the United States to help us better serve our customers on a regional and local basis. We're proud of the fact that 80% of all MRIs are within 200 miles of our helium distribution centers, so we're well positioned to meet the needs of this critical market. All nine facilities received ISO 9001:2000 quality certification in April of this year. In addition, Praxair has 13 helium distribution centers located throughout South America, Europe and Asia.

In 2004, we established Cryomag University where Praxair technicians complete a detailed course of study, intensive lab work and on-the-job training as part of a continuous education program to learn about MRI and NMR transfills and services. This

unique, leading-edge capability allows us to supply certified field professionals directly to our customers. Training takes place at our Keasbey, New Jersey location.

Additionally, this business is part of a Fortune 300 company which is well respected by our customers and the industry and has a long history of delivering growth in our served markets. Finally, Praxair's strong commitment to safety is part of the corporate culture.

**4. How is the Cryomag Services business organized?**

The business is organized into three main areas: customer care/service fulfillment, technical support and sales. The customer care and service fulfillment group is based at our Keasbey facility, where they are intimately familiar with this business and the markets that we serve. Our helium distribution centers are located across the country and include our helium supply and transfill team. We have trained technicians who are responsible for magnet performance across the country. We also provide technical support which includes development of new services and training. Separately, the sales team covers the U.S. and reports directly to me.

**5. What are the future plans for the**

**business?**

For the future, Cryomag Services will keenly focus on the service aspect of the business but without compromising our commitment to helium as well. The people who work for the business will continue to learn new skills (e.g., Cryomag University) so they can bring more value to the customer. We will continue to grow through applying leading-edge technology to MRI and NMR service problems. For example, we've developed the ability to be a "service station" for mobile MRI's in our Kearsbey location. Mobile units can arrive at our location and get a full range of helium and power services on site, and we're ready to facilitate other services for their trailer while they are parked with us as well. We have a comfortable, private office for the driver to work in while the trailer is being serviced. We look forward to expanding this service to other locations.

We also intend to expand our remote-monitoring "critical care" capability where we can monitor our customers' magnets from a central location and anticipate customer problems and helium needs before they occur. We will integrate our Six Sigma problem-solving skills to analyze the data we receive from our magnets' "vital signs" and turn that data into valuable troubleshooting and profit-enhancing information for our customers. In sum, we are very energized about growth opportunities for this business, especially as we move to become a global provider of services.

**For more information,  
call 1-800-5-MAGNET or  
visit [www.praxair.com/services](http://www.praxair.com/services).**

*Please visit Praxair Cryomag Services during  
RSNA, November 27 – December 1, 2005,  
Booth #8517, North Hall.*