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ASTRO introduces RO MarketPlace

New site provides one-stop shop for radiation oncology equipment, services

Fairfax, Va., July 28, 2010 – The American Society for Radiation Oncology (ASTRO) has launched the Radiation Oncology MarketPlace to provide radiation oncology treatment team members with the ability to search for radiation oncology vendors, products and services in a centralized location. Vendors also benefit by listing their company information on a site created specifically for their target customer.

In this digital buyer's guide, customers can search by type of equipment, vendor location or ASTRO membership status (e.g., exhibitor, Ambassador or Corporate member) and be directed to relevant company profiles that include website links and contact information. Suppliers are able to upload basic company contact information for free, with the option to upgrade available.

“The radiation oncology community has lacked a centralized location where they can find all the equipment and products they need to perform their jobs and provide patients with life-saving radiation treatments,” Anna Arnone, ASTRO vice-president of member relations and communications, said. “The RO MarketPlace is that location and allows radiation oncology treatment team members to conveniently compare and contrast products and information from reputable vendors all on one website.”

For more information on the RO MarketPlace, visit

www.astro.org/Membership/MemberBenefits/ROMarketPlace. For more information on ASTRO, visit www.astro.org.

ASTRO is the largest radiation oncology society in the world, with more than 10,000 members who specialize in treating patients with radiation therapies. As the leading organization in radiation oncology, biology and physics, the Society is dedicated to improving patient care through education, clinical practice, advancement of science and advocacy. For more information on radiation therapy, visit www.rtan.org. To learn more about ASTRO, visit www.astro.org.

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