



FOR: CARDIOCOMM SOLUTIONS, INC.  
TSX VENTURE SYMBOL: EKG

*February 22, 2013*

## **CardioComm Solutions Co-Sponsors USA Today Insert For Cardiovascular Health In Support of Stroke Research, During Heart Awareness Month**

**Front Cover Banner Placement to Drive HeartCheck PEN ECG Product Awareness and Provide Funding to the American Heart Association in Support of Stroke Research.**

**Toronto, Canada** – CardioComm Solutions, Inc. (TSX-V:EKG) (“CardioComm Solutions” or the “Company”), a global medical provider of ECG acquisition and management software solutions is pleased to announce their participation in support of this February’s American Heart Awareness Campaign through a USA Today based publication was released February 22, 2013. The USA Today insert will have an expected reach of 1.5 million readers. February is designated as Heart Month in both the United States as well as Canada and this February also marks the tenth year of the American Heart Association's Go Red For Women movement. These undertakings mark efforts to draw attention to better management and prevention of heart disease and stroke, the number one and two killers identified by the World Health Organization (WHO) in developed and middle income countries. CardioComm Solutions will donate a portion of the proceeds from sales of the HeartCheck PEN from this initiative to the American Heart Association to support Stroke Research ([www.theheartcheck.com/usatoday](http://www.theheartcheck.com/usatoday)).

This year’s campaign is entitled “Cardiovascular Health: Getting to the heart of the matter”. In partnership with The American Heart Association and The American College of Cardiology, the publishers are aiming the 8 page section of the USA Today publication toward education and motivating readers to take control of their health by becoming more pro-active in utilizing what the health care industry has to offer.

CardioComm Solutions announced in 2012 their FDA and Health Canada clearance to market and sell the HeartCheck PEN ECG in the United States, Canada and, in December 2012, the European Union. With five regulatory clearances announced in 2012, CardioComm Solutions is now ready to actively promote the HeartCheck PEN ECG as part of routine consumer based home health maintenance and disease prevention programs.

In 2012 the WHO confirmed that one in three adults worldwide has raised blood pressure, a condition that causes around half of all deaths from stroke and heart disease. Further, one in ten adults has diabetes. Hypertension (HT), diabetes, high cholesterol and age are major risk factors for developing arrhythmias such as atrial fibrillation, which increases the risk of stroke occurrence.

“The prevalence of these diseases is increasing and new technologies are needed to help people easily and cost-effectively monitor their ever changing health. The HeartCheck PEN is the first home ECG-monitoring solution introduced to the consumer”, stated Etienne Grima, CEO of the Company. “CardioComm Solutions will be advocating use of the HeartCheck PEN to assess heart rhythm and to develop a personal ECG health record as part of routine home health monitoring practices. Similar to why blood pressure screenings are recommended twice daily if a person is on medications, we will be recommending once per month ECG readings for those at cardiac risk due to age, co-morbid conditions (e.g. HT, age and Diabetes) and due to taking medications that may cause sudden death. We recommend once per three months for those active in preserving their health, and as needed for those involved in sports, high stress work or with family histories of cardiac disease” added Etienne Grima.

The Food and Drug Administration (FDA) approves consumer based home-use tests to allow tests for diseases or conditions to be done at home, tests that are cost-effective, quick, and confidential. The FDA further adds that home-use tests can help detect possible health conditions when no symptoms are present, so that early treatment can be sought and lower the chance of developing a worsening health later.

“Under our *Get A Grip on Stroke and Heart Disease Campaign*, we are proud to be associated with this national initiative to inspire people to become more proactive in controlling their own health. As part of our



commitment and in addition to co-sponsoring this publication, proceeds from sales of the HeartCheck PEN from this initiative will be donated to the American Heart Association to support Stroke Research” stated Simi Grosman, member of the Company Board of Directors. “In 2013, CardioComm Solutions will be actively working with similar society-based organizations in promoting ECG monitoring, arrhythmia screening and the use of the HeartCheck brand of ECG monitoring devices and SMART Monitoring ECG call center services”.

**About CardioComm Solutions**

CardioComm Solution’s patented and proprietary technology is used in products for recording, viewing, analyzing and storing electrocardiograms (ECGs) for diagnosis and management of cardiac patients. Products are sold worldwide through a combination of an external distribution network and a North American-based sales team. The company has earned the ISO 13485 certification, is HPB approved, HIPAA compliant, and has received FDA market clearance for its software devices. CardioComm Solutions, Inc. is headquartered in Toronto, Canada, with offices in Victoria, B.C..

FOR FURTHER INFORMATION ON CARDIOCOMM SOLUTIONS PLEASE CONTACT:

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**Forward-looking statements**

This release may contain certain forward-looking statements with respect to the financial condition, results of operations and business of CardioComm Solutions and certain of the plans and objectives of CardioComm Solutions with respect to these items. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future and there are many factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements.

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