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

September 5, 2012

## CardioComm Solutions Announces September Launch of the HeartCheck™ PEN and SMART Monitoring Service.

New Enterprise Cloud Infrastructure Service Contract with SunGard Sets Stage for the North American Launch of the HeartCheck MPEN SMART Monitoring Service

**TORONTO, ONTARIO - CardioComm Solutions, Inc.** (TSX VENTURE:EKG) ("CardioComm Solutions" or the "Company") today announced a three year Enterprise Cloud Services ("ECS") agreement with SunGard Availability Services (Canada) Ltd, a subsidiary of SunGard Data Systems Inc. ("SunGard'). The ECS will give CardioComm Solutions the systems infrastructure to launch the HeartCheck™ SMART Monitoring services and the associated ("electrocardiogram") ECG Coordinating Centre (C4) across North America.

"The contract execution is an integral step towards our 2012 sales and marketing plan. The ECS is scalable and can meet any demands placed on our SMART Monitoring Service in support of the North American September launch of the HeartCheck<sup>TM</sup> PEN as well as global demand that will result from the international HeartCheck<sup>TM</sup> distributor networks we are developing," said Etienne Grima, CEO of CardioComm Solutions. "Securing SunGard as a provider means customers will have access to the SMART Monitoring Service immediately with no risk for system crashes. Further, our ECG interpretation services will have appropriate resources so that our ECG technologists and physicians can access, view and interpret uploaded ECG recordings and respond to customers reliably and consistently. The SMART Monitoring solution with GEMS<sup>TM</sup> Home will provide full privacy compliance, is supported by our ISO certified quality system and, with interoperability with industry leading ECG medical and over-the-counter ECG recording devices that have FDA (Food and Drug Administration), Health Canada and CE ("European Conformity") mark clearances, we stand alone globally as a telemedicine and remote monitoring ECG management solutions provider," added Etienne Grima.

Pricing for the HeartCheck<sup>TM</sup> PEN, as released late yesterday on the Company's website, is set at \$259 (USD) per unit with two options for ECG reading fees. The company will include the first HeartCheck<sup>TM</sup> PEN reading with the purchase price of the device. "Consumers buying through CardioComm Solutions will be provided their first ECG reports by our call centre (C4) physicians free of change. This will establish a physician relationship and the ECG report that the customer will receive through the use of GEMS<sup>TM</sup> Home, can serve as a baseline ECG reading for future reference. This baseline reading and physician interaction meets FDA requirements to upgrade the HeartCheck<sup>TM</sup> PEN device and GEMS<sup>TM</sup> Home software to display ECGs," said Dr. Anatoly Langer, Chairman of the Board of Directors.

Subsequent ECG readings will be provided on a pay-as you go service. One of the two pricing options will involve the reading of HeartCheck<sup>TM</sup> PEN recordings by a CardioComm Solutions C4 physician for a \$12.50 fee. The resulting ECG report will contain the physician interpretation of the ECG that was submitted for review in a format similar to that seen when CardioComm Solution's hospital or medical call centre customers' report ECGs using GEMSTM. Where a triage service is preferred, the uploaded ECGs will be read by C4 ECG technicians and an ECG report with their findings will be provided for a fee of \$4.99. "Whether providing ECG services to consumers interested in cardiac primary prevention, secondary prevention or who are living with and managing their cardiac disease, we believe the HeartCheck™ devices will provide the needed option to track their ECGs anytime and anywhere in the world. Extending the reach following hospital discharge, to shut-ins, people who live in remote areas and also providing a continuity of monitoring for those traveling on vacation or business are areas, the HeartCheck™ PEN and SMART Monitoring service should be of benefit," says Etienne Grima. "Regardless of the ECG service level requested, the number of times a device records an ECG for upload and review, and the number of devices being used in the USA, Canada or overseas, our SMART Monitoring service will be ready to meet demand," added Simi Grosman, member of the Company's Board of Directors

## PRESS RELEASE

SunGard is an organization with more than 17,000 employees worldwide and serves approximately 25,000 customers in more than 70 countries. The SunGard ECS is an Infrastructure-as-a-Service offering that allows CardioComm Solutions to view, manage and request computer resources on demand, while delivering higher efficiency and availability for customer production applications, multi-site recovery options and 99.95 percent infrastructure uptime. "By leveraging our software solution capabilities that are globally scalable, as well as our relationships with solutions experts such as SunGard and Intagron, CardioComm Solutions can reduce the cycle time to ramp up and execute an aggressive go to market strategy that would normally require significant allocations of finances and internal resources," said Simi Grosman.

"We could not envision a better marriage than CardioComm Solution's HeartCheck™ SMART Monitoring software and SunGard's Enterprise Cloud Services infrastructure. SunGard's infrastructure and expertise, combined with the HeartCheck™ software brings the benefits of technology to the consumer on a global level," states Rob Walters, Vice President of Product Development at SunGard Availability Services. Rob Walter further added, "SunGard's Enterprise Cloud Services meet CardioComm Solution's critical requirements for reliable infrastructure, while ensuring the scalability to handle the significant software growth expected."

CardioComm Solutions reports they will commence the HeartCheck™ PEN launch on schedule this September with on-line sales to consumers in the United States immediately and expanding to Canada well before the end of 2012. International sales will follow shortly. Through SunGard's international distribution of data centres, CardioComm Solutions will be able to open multiple regional SMART Monitoring data centre solutions should regulatory requirements state that the health related data needs to remain in the country of origin.

More information regarding the HeartCheck<sup>TM</sup> products and SMART monitoring solutions is now available at the Company's web site  $\underline{www.theheartcheck.com}$ .

## **About CardioComm Solutions**

CardioComm Solutions' 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 is headquartered in Toronto, Canada, with offices in Victoria, B.C.

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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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