CVR Medical Names Alan Langston, Tech Industry Standout, VP of Sales and Marketing

Vancouver, British Columbia--(Newsfile Corp. - September 14, 2017) - CVR Medical Corp. **(TSXV: CVM) (FSE: B3BN) (OTCQB: CRRVF)** ("**CVR Medical**") announces the addition of Mr. Alan Langston to the company's executive staff. Langston assumes the position of Vice President of Sales and Marketing, responsible for creating and implementing market entry strategies for the company's "Carotid Stenotic Scan (CSS)" device.

Mr. Langston brings with him a decorated history across a broad spectrum of the tech industry in the Sales, Marketing and Distribution Channels, working with leading global manufacturers and OEMs such as Kontron America, Panasonic, Arrow Electronics, Avnet, GE, Siemens, and Philips, overdriving sales figures and widening market shares for emerging technologies. During his tenure at Kontron America, the second-leading global embedded computer supplier, annual channel sales figures grew from $12M to $41M. While with Panasonic's Toughbook division, Langston oversaw similar results, taking a new ISV (independent software vendors) group from $0 to $4M in new opportunities within twelve months.

Over the past decade, Mr. Langston has served as a consultant for CVR, becoming well-versed with the CSS and the cardiovascular healthcare landscape. As the CSS launch rapidly approaches, he has opted to make a full-time commitment to CVR and its breakthrough success.

"There is such a strong, passionate connection between what CVR is creating and the desires of doctors and medical centers for a better way to evaluate and treat patients with stenosis," Langston explains. "After ten years of consistently consulting with CVR and watching this product evolve, I feel that everything is aligned perfectly for both myself and the company to move forward together. This is one of the most remarkable devices to become available to the medical community in a long time."

CVR CEO Peter Bakema shares the enthusiasm for Mr. Langston's joining. "Alan has been a part of our advisory group that has helped us develop the CSS," he states. "That familiarity, coupled with his experience building comprehensive marketing plans and bringing new technologies to market, is vital to us. His addition gives us continued momentum toward the imminent launch of the CSS, and confidence that it will begin to realize its potential right out of the gate."

"This is a product that people truly need," Langston says. "As we develop strategies and build our distribution networks, that will always be at the core of our message. The best path to lowering the impact and cost of stroke is prevention, and CVR's plan is to help the medical community do it in a way that is fast, accurate and cost-effective. It isn't a matter of 'if' or 'when', it's happening now."

For additional information on the organization, leadership, and current news please visit the newly launched company website www.CVRMed.com.

About CVR Medical

CVR Medical is a company that is involved in an equal parts joint venture with CVR Global Inc. (the "Joint Venture"). The Joint Venture operates in the medical industry focused on the commercialization of a proprietary subsonic, infrasonic, and low frequency sound wave analysis technology and has patents to a diagnostic device designed to detect and measure carotid arterial stenosis. CVR Medical is managed by a proven technical team. CVR Medical trades on the TSX Venture Exchange under the symbol CVM.

ON BEHALF OF THE BOARD:
(signed) "Peter Bakema"
CEO, President & Director

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