



USCOM

SENIOR MARKETING APPOINTMENTS

Monday, May 3, 2004: USCOM Limited (ASX Code: UCM) announced today the appointment of two senior executives to assist in the company's worldwide marketing campaign.

Danika Southwell, based in Sydney, is a former cardiac applications specialist with General Electric Medical Systems, providing development and support for the sale of high-end cardiac ultrasound equipment to hospitals in Australia, Europe and the Middle East. Danika Southwell also brings to the company valuable development and marketing experience in Europe. Based in London and Norway, Danika was responsible for providing clinical feedback to GE's engineering and development teams as well as providing product training to sales, distribution and direct staff. Danika holds a Bachelor of Science in Biomedical Science. Danika also has a clinical background in ultrasound and research (St Vincent's Hospital/Victor Chang Cardiac Research Institute).

Based in Melbourne, **Bev Jacobson**, is an Accredited Cardiac Sonographer with a Diploma in Medical Ultrasound. Bev joins USCOM from the University of Melbourne, where she has worked in training and research as an Echocardiography Technician. Prior to her University of Melbourne posting, Bev was for 13 years an Account Manager, Clinical Applications Specialist and Market Development executive in cardiac ultrasound with Agilent Technologies and Hewlett-Packard's Imaging Systems Division, subsequently acquired by Philips Medical Systems. Bev also brings to the company an international perspective with sabbatical experience at five major hospitals in the United States and the UK.

Danika and Bev join **Michelle Meurs**, a former GE marketing executive, who started work with USCOM in February 2004. The three executives will each have geographical responsibilities within Australia, providing training, education and support to USCOM's key luminary user and research sites. In addition, they will represent the company in the development of international markets.

All three will report to the Chairman of USCOM Mr Rob Phillips. Commenting on the appointments today, the Chief Executive of USCOM, Mr Gary Davey said: *"We are proud to have these talented people join USCOM. They are outstanding professionals in their field and in combination they represent Australia's best medical devices market development team."*