



SENIOR SALES & MARKETING APPOINTMENTS

Thursday, May 19, 2005: USCOM Limited (ASX Code: UCM) today announced a number of senior appointments in sales and marketing, including a head of sales operations for the UK and European markets.

The company has appointed Ms **Ali Hughes-Jones** to lead the company's selling effort across Europe, including the supervision of USCOM's European network of distribution partners.

Ms Hughes-Jones, a qualified radiographer, has 13 years experience in the marketing of medical devices to the critical care market in Europe. Most recently, Ms Hughes-Jones was a senior executive with Deltex Medical, a UK-based company which specialises in Doppler ultrasound methods for the measurement of cardiac output. At Deltex, Ms Hughes-Jones held the positions of UK Sales Manager and Director of Clinical Development.

Commenting on the appointment today, the Chief Executive of USCOM, Mr Gary Davey said, *"The appointment of Ali Hughes-Jones is an important strategic step for USCOM, demonstrating our determination to aggressively pursue business in the UK and European markets. Ali has unique experience in the field of Doppler cardiac output and we are delighted that she is joining USCOM to advance our sales efforts in Europe."*

In addition, USCOM announced today that **Michelle Meurs**, one of the company's most senior Marketing Executives is to relocate to the UK for a period of 4 months to provide support to the USCOM distribution network across Europe.

In Australia, USCOM also announced today the appointment of four new sales executives, as part of the company's transition to a direct sales model for the Australian market.

- In Melbourne, the company has appointed **Mr Peter Halasch** MBA, BSc, a 17-year veteran of hospital products sales, with responsibilities for Victoria.
- In Brisbane, **Mr Chris Aitken**, a qualified intensive care nurse and highly experienced in medical equipment sales, joins the company with responsibility for Queensland.
- In Sydney, **Mr Mark Thomas**, highly successful in sales across multiple hospital departments, takes responsibility for the New South Wales region.
- And the company has engaged Adelaide-based **Ms Jayne Graves** BSc, with 15 years experience in cardiac ultrasound, to provide applications support for the company's sales effort in South Australia.

The Australian appointments follow USCOM's April 14 announcement of a reorganisation of the company's sales and marketing structure for the Australasian market, with a focus on direct selling.

The new personnel report to the Chief Executive, Mr Gary Davey, with support from the company's consultant Sales Coordinator, Mr Das Menon.

Mr Davey said, *"We are delighted with the calibre of new people we have attracted to the company. Each brings valuable experience in the marketing of medical devices to the Australian hospital market. This is the beginning of an exciting new era for the company."*