



Uscom Limited
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MARKET ANNOUNCEMENT

Uscom: New Global Sales Manager Appointed

Tuesday 24th of September 2013: Uscom (ASX code: UCM).

Uscom Limited today announced the appointment of Mr Steve Haken as a UK based global sales manager. Mr Haken will over-see global sales and distribution for Uscom Limited for both the USCOM and BP+ products.

Mr Haken will immediately act to secure the establishment of a new global distribution for the Uscom BP+ suprasystolic central blood pressure device. Mr Haken will also seek new USCOM sales channels and actively motivate and support current USCOM distribution to achieve optimal worldwide sales targets.

Executive Chairman of Uscom, Rob Phillips said, *"Uscom's focus is sales and revenue, and Steven's appointment is to optimize global sales and distribution for the two breakthrough Uscom technologies. The USCOM cardiac output monitor and the Uscom BP+ suprasystolic central blood pressure monitor are premium cardiovascular devices with FDA, CE and TGA approval, and practice changing applications in hypertension, heart failure and sepsis. The new sales network will include a mix of current and new distributors, partnerships and licenses."*

Mr Haken has an Intensive Care Nursing background and attained an MBA from Imperial College in London in 2004. Mr Haken is a medical device sales specialist having spent the last 16 years selling devices in Europe for a number of global companies including GE Medical, Medtronic, Philips, Novartis, Welch Allyn, Pfizer, Drager and Laerdal.

Uscom Limited is an innovative developer and manufacturer of premium cardiovascular devices and has two practice leading technologies in the field of cardiovascular monitoring both with FDA, CE and TGA approval. The USCOM is a practice leading ultrasonic cardiac output monitor with proven application in sepsis, hypertension and heart failure. The BP+ is the premium supra systolic central blood pressure monitor for the identification and management of hypertension and heart failure. Central BP is the new standard of care for monitoring blood pressure, replacing simple arm measurement technologies by measuring the BP at the level of the heart; the Uscom BP+ is the most advanced central BP monitor.



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About Uscom

Uscom Limited is an ASX listed cardiovascular medical device company (UCM). Uscom manufactures and markets a Non Invasive Ultrasonic Cardiac Output Monitor, the USCOM 1A, and a Central Blood Pressure Monitor, the BP+. The devices have global regulatory approval and USCOM is currently marketed in North America, South America, Europe, the Middle East, Australia & New Zealand, China and SE Asia.

The USCOM 1A is a simple, cost-effective and non-invasive device that measures heart function, detects abnormalities and is used to guide cardiovascular treatment. The USCOM device has major applications in Paediatrics, Emergency and Intensive Care Medicine and Anesthesia, and is the device of choice for management of adult and paediatric sepsis, and for the guidance of fluid therapy.

The Uscom BP+ technology provides simple to use, and highly accurate & repeatable measurement of central blood pressure, measuring both brachial & Central blood pressure waveforms quickly, consistently and simply using noninvasive suprasystolic oscillometry combined with a familiar upper arm cuff. The BP+ is simple to use and requires little training to provide reliable measurement of Augmentation Index and Arterial stiffness, pulse rate variability and signal quality indices. For more information, please visit: www.uscom.com.au.

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