



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

*April 12, 2012*

## **CardioComm Solutions Expands HeartCheck™ PEN, GEMS™ and the Smart Monitoring Program Launch With an International Advertising Campaign.**

**Advertisements Will Coincide with Attendance at the Heart Rhythm Society, World Congress of Cardiology and the American Telemedicine Association Conferences .**

**TORONTO, ONTARIO – CardioComm Solutions, Inc.** (CardioComm Solutions) (TSX VENTURE:EKG) today announced expansion of the company's HeartCheck™ PEN 2012 Marketing and Communications Campaign. In-print and on-line promotion will occur in association with three major conferences: The Heart Rhythm Society Meeting ("HRS") in Boston specializing in the cardiac arrhythmia medical field, the American Telemedicine Association Meeting ("ATA") in California which focuses on global deployment of telemedicine technologies and the international World Conference of Cardiology in Dubai (UAE). Further marketing and sales efforts will continue via three in-print and on-line publication routes: the April edition of HospiMedica International (English) and HospiMedica en Espanol (Spanish); a 12 month listing as a featured company and a one year banner campaign within the ATA on-line buyer's guide; and finally within the onsite distribution of the CardioVascular Health publication at HRS, a publication co-sponsored by CardioComm Solutions and initially distributed as an insert with USA Today in February 2012.

"April and May will be busy months for CardioComm Solutions as we continue to switch our marketing efforts into high gear. Our CEO has been organizing pre-scheduled meetings at the events listed above, with device manufacturers seeking integration options with FDA cleared and medically accredited software back-end solutions. Other meetings with medical call center operators, large distribution groups active in consumer as well as prescribed device sales and strategic partners have also been scheduled" said Mr. Simi Grosman, member of the Board of Directors for the Company.

The HospiMedic publication is in keeping with the Company's intent to support the global entry of the HeartCheck™ PEN Handheld ECG device, GEMS™ Home and the Smart Monitoring Solution into the consumer, over-the-counter and prescribed health care markets. CardioComm Solutions' exposure through the April issue will provide a targeted opportunity geared specifically to access medical equipment purchasing and distribution networks. HospiMedica reaches 30,000 key hospital decision makers and medical equipment dealers/distributors in Europe, Latin America, the Middle East/Africa and Asia/Pacific. In addition the HeartCheck™ PEN has been identified as a product of interest by the editors of HospiMedica who have written a summary editorial piece entitled "Handheld ECG Offers At-Home Cardiac Monitoring" to be published within the April issue.

"Timing is critical for developing market awareness of the HeartCheck™ brand and CardioComm Solutions as a company. With the general public announcement made in the USA Today CardioVascular Health insert in February, the redistribution of that insert during HRS, the largest cardiac arrhythmia meeting in the USA, advertising sponsorship within the web site for the flagship conference for global access to telemedicine solutions and the release of the April edition of HospiMedical, CardioComm Solutions will expand awareness of its products into the international medical device markets. The publication will also be circulated at this year's South-Asian Health Care Show, the World Cardiology Congress, the 13<sup>th</sup> European Congress of Trauma and Emergency Surgery. Similar efforts will be taken in advance of MEDICA 2013 (FRG) to increase awareness of the HeartCheck™ PEN" says Etienne Grima, CEO of the Company. "Results of the Heart and Stroke Foundation Atrial Fibrillation ("AF") screening will also soon be released demonstrating the appropriateness of the HeartCheck™ devices for screening for AF in the asymptomatic population who are at heightened risk for stroke" added Etienne.

### **About CardioComm Solutions**

CardioComm Solution's 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, Inc. 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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