



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

*April 16, 2012*

## **CardioComm Solutions Expands its Talent Pool; Announces New Communication Channels with Stakeholders as Sales/Marketing Efforts of the HeartCheck™ PEN and Smart Monitoring Continue to Ramp Up**

**As Production Readies, CardioComm Solutions Prepares for the Launch of the HeartCheck™ Brand in Canada, the USA and Overseas: Focus on Staffing, Product Evaluations and Increased Communications with Shareholders and Interested Parties.**

**TORONTO, ONTARIO – CardioComm Solutions, Inc.** (“CardioComm Solutions” or the “Company”) (TSX VENTURE:EKG) announced today that it continues to expand its infrastructure and communication strategy in advance of the launch of the HeartCheck™ brand of handheld heart rhythm and ECG monitors and its Smart Monitoring Service.

CardioComm Solutions continues to expand its staffing numbers to ensure its go to market objectives remain ahead of schedule. Dr. Anatoly Langer, Chairman of the Board of Directors, confirms “the addition of senior staff is a most appropriate response to marked interest in both our hardware and software solutions”. Additions to the team are Paul Mastroianni - Creative Director, Edward Goss – Business Operations Director and Lincoln McCulloch – Senior Software Developer and Team Leader. In conjunction with this, the Company will issue an aggregate of 250,000 incentive stock options, exercisable at \$0.60 per share for five years from the date of grant, vesting equally over 18 months at the end of each three month period and subject to a four month hold period. The grant of options is subject to the provisions of the Company’s Omnibus Share Compensation Plan, the policies of the TSX Venture Exchange and applicable securities laws.

As CardioComm Solutions expands effort to develop its multi-faceted, worldwide marketing and advertising campaign, the Company continues to accept re-registration requests for the HeartCheck™ PEN in anticipation of device sales later in the year. Etienne Grima, CEO of the Company, states “new pre-registrations are being received each day, and given the international distribution of the responses and the enquiries on distribution we have received, we plan to take the opportunity to conduct a real-world evaluation of the HeartCheck™ PEN, GEMS™ Home and Smart Monitoring Solution. Over the two months, we will offer a selection of the pre-registrants to participate in a product and service evaluation. With a first field test completed in association with an atrial fibrillation screening program of over 300 people during a recent Heart and Stroke Foundation of Canada awareness meeting, we will now confirm the home-based use of the HeartCheck™ PEN and ECG Monitor devices.”

As the Company plans for the international release of the HeartCheck™ brand, Class II medical device reviews have begun for approval by Health Canada’s Health Products and Food Branch (HPFB) and securing the European Conformity (CE) Mark later this year. As pre-registrants are identified and approvals are secured, country specific product evaluations will be planned. Invited pre-registrants will be asked to provide information regarding their medical profiles. “We want to understand and best match the consumer’s needs and leverage the HeartCheck™ PEN’s very real potential to make a positive impact on quality of life, disease screening and the disease management of its owners” adds Dr. Anatoly Langer.

On the stakeholder communications front CardioComm Solutions will begin publishing a regular “CEO’s Update” on the Company website to keep investors, analysts and the media informed on ongoing company activity and progress. “Since January of this year there has been a regular stream of positive news released by the Company”, noted Simi Grosman, member of the Board of Directors. “As we ramp up production and begin executing on our marketing and sales plans, there is an increased need to keep our shareholders advised and informed. The sales cycle will require letters of intent to be executed which precede contracts and contracts will precede sales. Sales, of course, is ultimately what the market is looking for in a press release” Grosman added.



“The wheels continue to turn none-stop at CardioComm Solutions as we establish ourselves as a significant global player in the medical and consumer ECG Management Solutions market. Through the “CEO’s Update” I will be able to let our shareholders know more regarding our strategic efforts which, at the early stages, may not be press release worthy but are none-the-less important in demonstrating progressive advances. Such a venue for these updates will be particularly useful over the next several months” closed Etienne Grima.

**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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