

## **EarlySense Names Tim O'Malley President of EarlySense Inc.**

The Associated Press

WALTHAM, Mass.--(BUSINESS WIRE)--Sep 12, 2012--EarlySense, a market leader in proactive patient care solutions, announced today the appointment of Mr. Tim O'Malley as president of EarlySense Inc., EarlySense Ltd.'s U.S. subsidiary headquartered in Waltham, Massachusetts.

Mr. O'Malley comes to EarlySense from ZOLL Medical, where he had served as vice president of the US Hospital Division since 2007. Under Mr. O'Malley's leadership this division substantially increased its market share in US Hospitals and generated significant sales growth. Prior to ZOLL, he was president and CEO of Medwave, Inc., a small cap public company that developed, marketed and sold advanced sensor based blood pressure monitoring products. Mr. O'Malley also spent 16 years at Siemens where he reached the position of vice president and division manager for the Electro Medical Division in North America. Mr. O'Malley holds an AAS Degree in Bio Medical Engineering and completed his undergraduate studies in business management and marketing from DePaul University in Chicago.

"The Healthcare systems within the United States are searching for solutions that assist them in creating and/or preserving revenue streams, cost reductions, staff efficiency gains and ultimately patient outcome improvement. New and innovative products that deliver on these requirements can become 'standards of care' for a healthcare system across a spectrum of patient care areas. I share the belief of the safety industry experts that every medical/surgical floor should install such a system. As we progress, the possibility to provide monitoring in areas that historically have not had that ability becomes a reality with the EarlySense solutions. I look forward to working with the talented EarlySense team and to leading the U.S. effort of this rapidly growing company," said Mr. O'Malley.

"We are very happy to have Tim at the helm of our U.S. operations. He has more than 25 years of directly relevant experience in the medical technology industry. Throughout his career, Tim has led teams to commercial success in providing real value to patients and clinicians. It is with great pleasure we welcome Tim," said Mr. Avner Halperin, CEO of EarlySense Ltd., the parent company of EarlySense Inc.

About EarlySense EarlySense is bringing to market an innovative technology designed to advance proactive patient care and enable clinicians to achieve better patient outcomes. The company's flagship product, the EarlySense system, is an automatic, continuous, contact-free, patient monitoring solution that monitors and documents a patient's vital signs and movement using a sensor that slips under a bed mattress. There are no leads or cuffs to connect to the patient, who has complete freedom of movement and is not burdened by any irritating attachments. The system is designed to monitor non-ICU 'lower risk' patients on medical surgical

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floors who are usually monitored by on-duty nurses once every four to five hours. The system is currently installed at hospitals and rehabilitation centers in the USA and Europe. It is also commercially available in Canada. EarlySense Inc. is headquartered in Waltham, MA. Investors include: JK&B, Pitango Venture Capital, Etgar Challenge Fund, ProSeed VC Fund (TASE: PRSD), Docor International Management, Noaber, and Bridge Investment Fund, and Peter Soderberg, managing partner of Worthy Ventures Resources, LLC and former president and CEO of Hill-Rom Holdings, Inc. (NYSE: HRC).

For additional information, please visit: [www.earlysense.com](http://www.earlysense.com) Follow us on twitter at [https://twitter.com/#!/EarlySense\\_Ltd](https://twitter.com/#!/EarlySense_Ltd)

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