Key Medical Device Executive Joins Breast Cancer Technology Business Advisory Board, Nola Masterson

The Associated Press

First Warning Systems, Inc.

announces the addition of Nola Masterson, to the First Warning Advisory Board as Senior Business and Strategy Advisor. Mrs. Master provides C-level expertise to FWS, focusing on strategic inputs and guidance. Ms. Masterson is a biotechnology industry leader and forward thinker with more than 35 years of business experience in the life sciences industry and in venture capital investment. Currently, she is Managing Director of Science Futures Management Company, LLC.

(sciencefuturesinc.com), a 30 year old investment and advisory firm.

From 2000 to 2005, she was a Venture Partner with TVM Capital GmbH, one of the first and largest venture capital firms in Germany. She sourced and invested in three companies and built out their San Francisco office.

She was a co-founder and President of Sequenom, Inc., a DNA sequencing company which went public on Nasdaq in 2000, and wrote the first business plans for IDEC and Insight Vision, as a consultant to Kleiner Perkins Caufield & Byers, and for ReSound, with Dr. Rodney Perkins, the founder. She was the first biotech analyst on Wall Street for Drexel Burnham and Merrill Lynch. She was the creator of two important conferences, The BioTech Meeting in Laguna Nigel and The Biopharmaceutical Conference in Europe. She and Cynthia Robbins Roth started the publication BioVenture View, which became the first online newsletter about biotechnology.

Ms. Masterson is Chairwoman of the Board of Directors of Repros Therapeutics Inc. and serves on the Board of Directors of Generex Biotechnology Inc. She serves on the Audit Committee and Compensation Committee of both companies. She is Chairwoman Emeritus of the BayBio Institute, a non-profit organization serving the Northern California life sciences industry by focusing on best practices, entrepreneurship, workforce development and science education, and also serves on the Board of Advisors to Astia, a non-profit organization dedicated to advancing women entrepreneurs. She also is on the Board of Advisors of the Professional Women's Healthcare Alliance and of BioAgenda. She is a graduate of the Stanford Law School Board of Directors College course.

In 2003, she was included in Irish America magazine's annual "Business 100" and received the Alumni Achievement Award from Marymount College at Fordham University in 2004.

About First Warning Systems First Warning Systems, (FWS) founded in 2008, is based in Reno, NV. FWS's principal shareholder is Lifeline Biotechnologies, Inc (OTC Market: LLBO). FWS holds the exclusive development, manufacturing and marketing worldwide license from Lifeline, to commercialize the intellectual property. The FWS product line is a device and process that detects breast tissue abnormalities leading to health risk assessment and management and potentially, breast cancer. Three clinical trials with over 650 participants have achieved proof of concept and superior outcomes when compared to other diagnostic protocols. FWS is planning a final, limited clinical trial and a 510k device classification to validate the fourth generation of the FWS product. FWS is preparing to apply for a Euro CE Mark to market in the UK, EU and Russia markets. See FWS' video, "Breast Cancer Tumor Progression" at www.firstwarningsystems.com For more information, contact: Jim Holmes, CEO 775-852-3222 jholmes@firstwarningsystems.com SOURCE First Warning Systems, Inc.

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