



For Release

EarlySense's Contact-Free Patient Monitoring System Approved for Sales in Canada

Ramat Gan, Israel, July 12, 2011 --- EarlySense, a market leader in contact-free patient monitoring, announced today that its patient monitoring system has been cleared for sales in Canada. The EarlySense patient monitoring system for hospitals and nursing homes has been commercially launched thus far in the U.S., Europe and Israel.

Mr. Avner Halperin, CEO of EarlySense said, "EarlySense is broadening its market reach and expanding into Canada as part of its global strategy to make its patient monitoring system an international standard of care. The news today signifies a major step in this direction and represents an exciting milestone for the company."

EarlySense's contact-free patient monitoring system automatically and continuously monitors a patient's vital signs and movement, from the moment the patient enters the bed, using a contact-free sensor that is placed under the mattress. The system records and documents the cardiac, respiratory, and motion parameters for a full hospital unit. It alerts staff when significant changes in a patient's condition take place, as well as when a patient needs turning to avoid pressure ulcers or is leaving the bed and is in danger of falling. Nurses are informed of patient status changes, via a wireless, *infrastructure-free* communication system, on the patient's bed side monitor, at the nurse's station, on their mobile phones and on a large screen display mounted in a prominent spot on the wall in the department. Timely alerts of patient deterioration help make hospital Rapid Response Teams more effective.

"EarlySense is bringing to Canada its proven solution that improves clinical and economic outcomes through proactive patient care empowered by contact-free patient monitoring. We are looking forward to working closely with Canada's medical community and to achieving these shared goals," said Ram Liebenthal, VP of Sales and Marketing at EarlySense and a long time resident of Canada.

About EarlySense

EarlySense is bringing to market an innovative technology designed to advance proactive and preventive patient supervision to enable better patient outcomes. The company's flagship product is an automatic, continuous, contact-free, patient monitoring solution that follows and documents a patient's vital signs and movement. 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 currently installed at several medical centers in the United States and Europe and is now beginning sales in Canada. EarlySense is headquartered in Ramat-Gan, Israel and has announced plans to locate a U.S. headquarters in Massachusetts. For

additional information, please visit www.earlysense.com . Press inquiries: Marjie Hadad, media liaison, marjie.hadad@earlysense.com or 617-939-9514.