



THE COMPANY

eCardio, founded in 2004 and located in Houston, Texas, is one of the leading providers of remote cardiac monitoring to improve the flexibility, speed and accuracy of arrhythmia diagnosis.

eCardio offers an array of clinical services and leading-edge devices designed to simplify and streamline the process of arrhythmia monitoring, allowing physicians to make more precise clinical diagnoses while enhancing the follow-up, management and care of their patients. These tools make eCardio an important partner to physicians in the delivery of optimal patient care.

Our Mission

eCardio's mission is to be the leader in providing flexible, fast and accurate health monitoring solutions to physicians and patients on a global basis.

Our Vision

eCardio's vision is to develop leading edge technologies and services to advance the diagnosis, treatment and ongoing management of patients suffering from cardiac diseases and other health disorders.

Our Values

- Innovation** We seek to discover new technologies, processes and pathways that transform the field of diagnostic medicine and advance arrhythmia treatments.
- Precision** We employ clinical best practices and protocols to deliver information with speed and accuracy.
- Excellence** We provide optimal client service to physicians and practices to ensure quality outcomes for safe and effective diagnostic care.
- Teamwork** We foster a collaborative environment that values each individual's contribution to the care continuum.

eCardio has been recognized by and received numerous awards from the technology, health and business sectors including the 2009 Ernst & Young Entrepreneur Of The Year® Award (Health Sciences, Houston & Gulf Coast Area), the 2010 and 2009 Houston Business Journal's FastTech 50 Award, the 2010 and 2009 Inc. 500, Inc. magazine's annual list of America's fastest-growing private companies and inclusion on the 2010 Houston Chronicle's Top Workplace list.





In the News

- September 2011 eCardio is among the honorees of the Houston Business Journal's Fast 100 List for the second consecutive year.
- August 2011 eCardio included on the 2011 Inc. 500/5000 list for the third consecutive year, with a three-year sales growth of 335%.
- May 2011 eCardio launches its first mobile cardiac telemetry service.
- May 2011 eCardio's Chief Executive Officer Selected as Charter Member of the President's Council for HCC Coleman College for Health Sciences
- November 2010 eCardio announces recognition of three prestigious awards; two recognizing its outstanding growth, and a third identifying eCardio as one of Houston's top workplaces.
- October 2010 eCardio announces streamlined product initiative, enabling eCardio to offer a total solution of arrhythmia products.
- October 2010 eCardio announces partnership with AT&T to provide advanced wireless cardiac care.
- August 2010 eCardio included on the 2010 Inc. 500 with three-year sales growth of 642%.
- July 2010 eCardio expands leadership team to include positions for Vice President, Vice President of Business Development and Vice President and Chief Financial Officer.
- August 2009 eCardio included on the 2009 Inc. 500 List of Fastest Growing Companies with three-year sales growth of 1,424%.
- July 2009 eCardio receives significant investment in private funding from Sequoia Capital.
- June 2009 eCardio Chief Executive Officer Larry Lawson named Ernst & Young Entrepreneur Of The Year® 2009 award winner in the Houston & Gulf Coast area.
- May 2009 eCardio launches academic medicine initiatives including the first Atrial Fibrillation advisory board and the Atrial Fibrillation Information System (AFIS).



ABOUT ARRHYTHMIAS

An abnormal heart rhythm, or arrhythmia, occurs when the electrical impulses in the heart coordinating the heartbeats malfunction, causing the heart to beat irregularly.

Millions of people experience irregular heartbeats, or arrhythmias, at some point during their lives. Most are harmless and occur in healthy people, while others can be more serious and even fatal. According to the American Heart Association, serious arrhythmias contribute to approximately 500,000 deaths in the United States each year.

Heart rhythm disorders are categorized by:

- The rate (too slow or too fast);
- The location (the upper or lower chambers of the heart); and
- The beat (steady or chaotic and irregular).

Common Types of Arrhythmias

Bradycardia: Occurs when the heart beats too slowly to ensure proper circulation, and is defined as less than 60 beats per minute.

Tachycardia: Occurs when the heart beats too rapidly, defined as greater than 100 beats per minute.

Atrial Fibrillation (AF or AFib): An irregular and rapid heartbeat. More than 2 million people in the United States have atrial fibrillation. The chance of having a stroke is five times greater for those patients with AFib.

For more detailed information on heart diseases and disorders, visit the Heart Rhythm Society Patient Information.

Diagnosis & Treatment

In order to diagnose an abnormal heart rhythm, physicians may use one or more diagnostic tests. These tests may include an in-office ECG or remote cardiac monitoring.

Remote cardiac monitoring refers to cardiac monitoring that is not conducted in a clinical setting such as a hospital or doctor's office. This allows patients to go about their normal routine.

Often times symptoms do not present during the initial ECG, and unlike implantable monitors, remote cardiac monitoring is non-invasive. Types of remote cardiac monitoring include Holter monitoring, cardiac event monitoring and mobile cardiac telemetry.



CORPORATE FACT SHEET

eCardio is one of the leading providers of remote cardiac monitoring to improve the flexibility, speed and accuracy of arrhythmia diagnosis. Headquartered in Houston, Texas, eCardio has served thousands of physicians and patients suffering from heart rhythm disorders.

Executive Team

Larry Lawson	President & CEO
John Untereker	Executive Vice President, CFO & COO
Andrew Arroyo	Vice President & CTO
Paul Davis	Vice President, Sales & Marketing
James Dilger	Vice President, Operations Support
Paul Minardi	Vice President, Academic Medicine
Thomas Strachan	Vice President, Legal, Compliance & Payer Relations

Founded

2004

Employees

300+

Corporate Headquarters

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Houston, Texas 77038

Website

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LEADERSHIP TEAM

Larry Lawson President & CEO



Larry Lawson leads the company's strategic direction and vision. With more than 35 years of medical device and healthcare industry experience, Lawson draws on his extensive market development expertise to identify opportunities to advance arrhythmia diagnostic solutions.

An experienced entrepreneur, Lawson was founder and CEO of Diagnostic Monitoring Associates (DMA), a national marketing and sales firm specializing in the delivery of cardiac services to physician practices. Prior to DMA, he held various positions within healthcare companies including executive management responsibilities in sales, marketing, mergers and acquisitions, market development and manufacturing. With early career experience at Johnson & Johnson, Edward Weck & Co. and Deseret Medical, Lawson achieved success with several early-stage medical companies including Life Med Technologies and Futuremed Interventional.

John Untereker Executive Vice President, CFO & COO



As Executive Vice President, CFO & COO, John Untereker is responsible for the direction and enhancement of eCardio's operating, financial and administrative functions and performance.

Untereker's 38 year career includes an extensive background in senior executive and financial management including mergers & acquisitions and financing, financial reporting, tax accounting, budgeting/forecasting and SEC reporting. Previously, Untereker served as Senior Vice President and Chief Financial Officer at American Electric Technologies, Inc., where he managed all financial and administrative functions in supporting the growth and transition of the company to its NASDAQ listing. Prior to that, Untereker served as Chief Financial Officer for Omnicare Inc.'s Southwest Region in Houston, Texas, and held senior management positions at Omni Energy Services, Petroleum Helicopters Inc., NL Industries, and was an Audit Manager with Price Waterhouse Coopers in New York. He holds a B.A. from Williams College, an MBA from Iona College and is a Certified Public Accountant.



LEADERSHIP TEAM

Andrew Arroyo

Vice President & CTO



As Vice President & CTO, Andrew Arroyo directs eCardio's strategic technology planning for information systems and business applications. In addition, he is responsible for interfacing with eCardio's key clients to understand their specialized technology needs and ensuring prompt and consistent delivery.

Arroyo brings more than 20 years of information technology and product development experience to eCardio. Most recently, he served as Chief of Innovations at LifeWatch Corporation, where he led the LifeWatch Technology team in the successful launch of numerous technologies. He has held senior leadership positions with Mobil Oil, Motorola, Lucent, The Feld Group and Centex.

Paul Davis

Vice President, Sales & Marketing



Paul Davis leads the national sales strategy and marketing initiatives for eCardio, working directly with eCardio's national sales force. In this role, Davis ensures that the eCardio Regional Managers and Clinical Sales Specialists work effectively with physicians, teaching hospitals and academic universities to institute eCardio's products and services.

Davis has more than 17 years of experience in medical device management, sales and marketing. In previous roles, Davis has served as Vice President, Sales and Marketing, for nContact Surgical and as a marketing director and sales leader for Cordis Cardiology, a Johnson and Johnson Company. A veteran of the armed forces, Davis has also worked for KLS Martin, LLP as a regional manager.

James Dilger

Vice President, Operations Support



James Dilger is responsible for the business operations of eCardio Diagnostics. His 20 years of experience includes leadership roles in the areas of finance, accounting, customer service and operations.

Previously, Dilger served as Vice President of Customer Support and CFO for Bridgeway Software, Auditor for Andrew Shebay and Company, and held various positions with Space Industries and Arthur Andersen.



LEADERSHIP TEAM

Paul Minardi

Vice President, Academic Medicine



As Vice President of Academic Medicine, Paul Minardi leads eCardio's Academic program, including its unique academic web platform. Minardi is also responsible for the implementation of the Academic Web Portal, developed in collaboration with the University of Utah and eCardio's AFIB Advisory Board. In a previous role with eCardio, Minardi was responsible for the initial rollout of eCardio's first HIPPA-compliant web access portal and infrastructure.

Minardi's technical experience includes more than 15 years in network security and technical support for a variety of pharmaceutical, biotech and medical device companies including Aronex Pharmaceuticals, Abbott, Astra Zeneca, Pfizer and Immucor Inc.

Thomas Strachan

Vice President, Legal, Compliance & Payer Relations



As Vice President of Legal, Compliance & Payer Relations, Thomas Strachan is responsible for managing a wide range of eCardio legal and compliance functions and serves as the company's Chief Compliance Officer. Strachan also oversees eCardio payer dispute resolution efforts and coordination of payer relations strategies.

Formerly with Houston-based Fulbright & Jaworski, L.L.P., Strachan has extensive experience and education in business, corporate law and technology. His 20 year career includes corporate counsel and executive level positions with companies including Bridgeway Software and Kelly Law. Strachan earned his Bachelor's degree in Marketing Communications from Temple University and his J.D. from South Texas College of Law. He is also an Adjunct Professor of Business Law at the University of Houston where he has served for the past ten years.



PRODUCTS & SERVICES

eCardio's suite of products and services includes a variety of ambulatory monitoring devices, from the traditional to the most advanced monitors available. All services include an end-to-end cardiac monitoring solution with access to patient and practice-facing customer service, billing specialists and technology assistance.

What is Holter Monitoring?

A Holter monitor is a small recording device that patients attach to their chest with adhesive electrode patches. Holter monitoring continuously records a patient's cardiac rhythm, i.e. AFib, Bradycardia, Tachycardia and cardiac pause, for a 24 hour period. Patients return the monitor to their physician's office, where recorded data is uploaded directly to eCardio through a secure web portal. eCardio offers a variety of the most advanced Holter monitors available.

What is Cardiac Event Monitoring (CEM)?

Cardiac event monitors are worn for up to 30 days and are designed to detect abnormal heart rhythms. Cardiac event monitors detect both rate and rhythm. There are two types of event monitors: looping and non-looping.

Looping monitors are connected to the patient with two or four electrodes. They continuously monitor patients' heart rhythms but only record abnormal events. Event recordings are triggered by programmable diagnostic algorithms in the device or can be recorded manually by the patient. eCardio offers looping monitors which can automatically transmit data to the eCardio Monitoring center or transtelephonically (TTM).

Non-looping monitors are often prescribed to patients who are unable to wear electrodes. Patients do not have to wear the device. Instead, when a patient feels symptoms, the patient presses the device against their chest and presses a button to record. Results are transmitted over the phone to the monitoring center. eCardio offers a non-looping post-event recorder.

What is Mobile Cardiac Telemetry (MCT)?

Mobile cardiac telemetry is connected to the patient with electrodes similar to an event monitor or Holter monitor and provides continuous beat-to-beat monitoring and recording. Mobile cardiac telemetry monitors are designed to detect rate, rhythm and morphology and can be worn up to 30 days. Physicians have the ability to access full disclosure of information on any period of time specified, from five minutes to greater than 24 hours. Results are transmitted wirelessly to a monitoring center.



DIGITAL SOLUTIONS

From the enrollment of a patient to capturing, analyzing and publishing reports on a secure web portal, eCardio will provide the most flexible, fast and accurate data possible. eCardio recognizes the importance of handling patient information and our approach is fully-compliant with the guidelines set forth by the Health Insurance Portability and Accountability Act (HIPAA).

Physician Web Portal

eCardio provides a HIPAA-compliant web portal to physicians, which allows them to access and manage patient studies online. eCardio's Physician Portal has a dashboard designed to meet the needs of the viewer and the workflow of the practice.

Secure Mail

eCardio offers physicians the option of receiving reports via HIPAA-compliant secure e-mail. Secure mail is an encryption based e-mail system designed to protect patient information. With secure mail, only the intended recipient is able to open and read the message.

Electronic Medical Records (EMR) Integration

eCardio has created a versatile and flexible integration framework that can be connected to a variety of EMR systems, allowing patient records to flow directly into the practice system and eliminating the need for paper records.

Academic Web Portal

The Academic Web Portal was developed in collaborations with the University of Utah's Electrophysiology Department. The website was developed specifically for teaching hospitals and hospitals affiliated with teaching programs to facilitate their unique academic workflow. It provides a flexible architecture for faster response times and faster page loads.



PRESS RELEASE

Inc. Magazine Unveils Its Annual Exclusive List of America's Fastest-Growing Private Companies—the Inc.500|5000

eCardio Ranks No. 912 on the 2011 Inc. 500|5000 with a Three-Year Sales Growth of 335%

HOUSTON, TX, August 24, 2011 — eCardio Diagnostics (www.ecardio.com) announced today their inclusion on Inc. magazine's fifth annual Inc. 500|5000, an exclusive ranking of the nation's fastest-growing private companies. eCardio was recognized for the third consecutive year, ranking #912 overall and #65 in the Health segment this year with a three-year sales growth of 335%.

The list represents the most comprehensive look at the most important segment of the economy—America's independent entrepreneurs. In a stagnant economic environment, median growth rate of 2011 Inc. 500|5000 companies remains an impressive 94 percent. The companies on this year's list report having created 350,000 jobs in the past three years, and aggregate revenue among the honorees reached \$366 billion, up 14 percent from last year.

"eCardio is honored to be among a prestigious pedigree of other notable alumni recognized for multiple years," said Larry Lawson, President and Chief Executive Officer.

"Our growth over the past year can mostly be attributed to two things: our ongoing desire to continue development of enhanced technology that gives physicians accurate and timely information about their patients; and our focus on providing a positive experience for patients so they can go about their daily routines while wearing a monitor," said Lawson.

Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found at www.inc.com/5000.

About eCardio

eCardio, www.ecardio.com, is one of the nation's leading providers of comprehensive and advanced technologies, devices, services and solutions for the diagnosis, monitoring and subsequent clinical management of cardiac arrhythmias, predominantly in an ambulatory setting. eCardio provides leading-edge diagnostic innovations and solutions that optimize the flexibility, speed and accuracy of cardiac arrhythmia diagnoses.

Methodology

The 2011 Inc. 500 is ranked according to percentage revenue growth when comparing 2007 to 2010. To qualify, companies must have been founded and generating revenue by March 31, 2007. Additionally, they had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2010. (Since then, a number of companies on the list have gone public or been acquired.) The minimum revenue required for 2007 is \$100,000; the minimum for 2010 is \$2 million. As always, Inc. reserves the right to decline applicants for subjective reasons. Companies on the Inc. 500 are featured in Inc.'s September issue. They represent the top tier of the Inc. 5000, which can be found at www.inc.com/500.



About Inc. Magazine

Founded in 1979 and acquired in 2005 by Mansueto Ventures LLC, Inc. (www.inc.com) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers real solutions for today's innovative company builders. With a total paid circulation of 710,106, Inc. provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing, and technology. Visit us online at www.inc.com.



PRESS RELEASE

eCardio Among Honorees of the Houston Business Journal's Fast 100 List for Second Consecutive Year

HOUSTON, TX, September 27, 2011 — The Houston Business Journal recently announced that eCardio Diagnostics (www.ecardio.com) was among the honorees of the 2011 Fast 100, which included a distinguished list of 100 of the fastest growing private companies in the Houston area.

eCardio was ranked No. 17 with a two-year growth of 146.37%. This was the second consecutive year for eCardio to receive this prestigious award.

“There were so many inspiring companies on the list this year and we feel privileged to be included among them,” said Larry Lawson, eCardio’s President and Chief Executive Officer. “We’re pleased to be achieving growth in the current economy and continuing to grow at the pace required to serve the patients and physicians who utilize our products and services.”

Companies were honored at the Houston Fast 100 awards luncheon held at the Hilton Americas Houston Hotel on Friday, September 23, where the rankings were first made public. Companies making the list were ranked by percentage of revenue growth over the past two years and were required to be in business for a minimum of five years within the 10-county metropolitan Houston area.

eCardio has steadily been growing since its inception in 2004 and most recently was included on the Inc. 500|5000 annual list of America’s fastest-growing private companies for the third consecutive year.

About eCardio

eCardio Diagnostics, LLC, www.ecardio.com, is one of the nation’s leading providers of comprehensive and advanced technologies, devices, services and solutions for the diagnosis, monitoring and subsequent clinical management of cardiac arrhythmias, predominantly in an ambulatory setting. eCardio provides leading-edge diagnostic innovations and solutions that optimize the flexibility, speed and accuracy of cardiac arrhythmia diagnoses.

About Houston Business Journal

The Houston Business Journal (www.houstonbusinessjournal.com) is a division of American City Business Journals, the largest publisher of metropolitan business newsweeklies in the United States, with 40 business journals across the country. With a total paid circulation of 15,901 and 221,934 readers weekly, Houston Business Journal is the preferred resource for local news and information for Houston’s fastest growing companies.