

## COMPANY ANNOUNCEMENT

### KarmelSonix signs Agreement with second Distributor in India

#### HIGHLIGHTS

- KarmelSonix now has complete geographic coverage of India
- Pneumo Care is a national company with 20 years experience in the Indian Respiratory market
- Initial commitment placed for 100 WheezoMeters™ plus PulmoTracks® and WHolters™

**18<sup>th</sup> February 2010:** KarmelSonix Limited (the Company or KSX) is pleased to announce the appointment of Pneumo Care Healthcare Private Limited as its distribution partner covering the North, East and West of India.

The appointment is in line with the Company’s strategy to rapidly expand distribution in the key Asia Pacific markets where India is a major focus.

Pneumo Care distributes medical products into the respiratory marketplace with significant expertise in this area. In particular, Pneumo Care was exclusively responsible for the establishment and growth of ResMed’s respiratory and sleep business over a 14 year period, taking it to the number one position in India. Pneumo care has the unique combination of experience in both the hospital and homecare markets, which are the two key areas KarmelSonix is targeting for its wheeze detection technology.

Pneumo Care’s focus will be to sell the PulmoTrack® into the hospital environment, and the WheezoMeter™ into both the private patient market and doctor’s surgeries. Pneumo Care in conjunction with KSX has also developed a continuous revenue model for the upcoming release of the ambulatory monitoring device, the WHolter™. The WHolter™ allows the physician to obtain data relating to wheeze detection, cough detection, and respiratory rate in the patient’s home environment.

KarmelSonix has received an initial commitment for the placement of 100 WheezoMeters™ plus PulmoTracks® and WHolters™.

KSX Managing Director Europe and Asia Pacific, Paul Eisen said “Partnering with Pneumo Care represents our most significant growth opportunity in the Asia Pacific region. Along with Sapco Laboratories in South India, we now have complete geographic coverage of India with a committed sales force of over 50 staff on the ground. We have chosen to focus on India at the outset as the prevalence of respiratory diseases is significant in this massive population of 1.1 billion. My work with Pneumo Care over many years in rapidly developing the sleep disordered breathing market for ResMed, gives me great confidence as we approach we will do the same in the asthma management field with this unique technology”.



## ***“Wheeze Rate – A New Paradigm in Asthma Management”***

Pneumo Care Director, Mr Parveen Nayar said, “With 20 years experience in the Indian respiratory market, we know we can successfully introduce KarmelSonix’s unique technology into a market where more than 40 million people suffer from asthma.”

KarmelSonix expects to update the market regarding further partnerships in the region.

### **For additional information please contact:**

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**About KarmelSonix :** KarmelSonix Ltd focuses on supplying innovative non-invasive acoustic tools for disease management of asthma and related pulmonary disorders. Asthma affects 6-16% of the population in developed countries with a cost exceeding \$US15 billion in the US alone.

Acoustic Asthma Management is a breakthrough in monitoring of the asthmatic patient of all ages, including the very young, very old and others who cannot perform currently available tests. The technology that comes from extensive R&D and clinical validation in the US, Israel and Australia, facilitate continuous monitoring of patients at home, in the ICU and even during sleep. The company is now focussing its efforts on early commercialization of its products particularly in the AsiaPac, European and North American markets.

## ***“Wheeze Rate – A New Paradigm in Asthma Management”***

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