



“Wheeze Rate – A New Paradigm in Asthma Management”

COMPANY ANNOUNCEMENT

**Appointment of US Marketing and Sales Director &
Appointment of Asia Pacific Marketing Executive Director**

HIGHLIGHTS

- KarmelSonix appoints Mr. Larry Murdock, a seasoned market leader in the respiratory field as General Manager of its US marketing and sales operations.
- Mr. Murdock has previously held the positions of VP marketing in SensorMedics Inc. (now Cardinal Health Inc.) and most recently in nSpire; both are global corporations in the Pulmonary Function Testing and asthma/COPD management.
- Dr. Henry Pinskiel, Director of KarmelSonix has been appointed Executive Director, Asia Pacific with particular emphasis on the Australian/New Zealand and China/Taiwan markets.

27 August 2008 : The Directors of KarmelSonix Ltd (ASX: KSX) are delighted to announce the appointment of Mr. Larry Murdock as the General Manager of the Company’s US activities with specific responsibility covering the marketing and sales of the PulmoTrack®, the Wholter™ and the Personal Wheezometer™. Mr. Murdock has specialized in US as well as Global medical device marketing for nearly 25 years. From 2003 to the present, he has served as VP Marketing and Sales at nSpire, a global respiratory device company. Prior to that, he has served as VP for Marketing at SensorMedics/ Viasys Respiratory. During his tenure at nSpire, sales in the US grew at a compounded annual rate of over 17%. During his 13 years in SensorMedics, sales increased to US\$110m a year. The company was recently sold to Cardinal Health for US\$1.2B.

Please refer to the additional bio information on Mr. Murdock in the Appendix. For further details on Mr. Murdock’s background, please see the company’s website www.karmelsonix.com.

Dr. Henry Pinskiel, current Director of KSX has been appointed Executive Director of Asia Pacific Marketing & Sales. Dr. Pinskiel who is a Founding Director of KarmelSonix Ltd, is currently engaged in business development activities in Australia, distribution negotiations in several Asia-Pacific territories, as well as nurturing the Company’s active engagement with its China/Taiwan distributor, Progressive International. KarmelSonix and Progressive have commenced the work of obtaining the regulatory approval in both Taiwan and China markets. Additionally, marketing to Key Opinion Leaders in China and Taiwan has commenced with KarmelSonix having just presented to the Asthma Society meeting following the invitation of the heads of both societies.

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Mr. Peter Marks, the company Chairman commented that Mr. Murdock’s joining the Company is a “clear signal that the company is fully focused on developing its distribution channels in the US. Mr. Murdock’s expertise and experience will pave the road to our marketing success in the US.” In welcoming Dr Pinskiier’s appointment to the role of Marketing Executive Director Asia Pacific, Mr. Marks said that Dr Pinskiier is currently working together with the medical industry, distribution channels and potential preferred partners utilising his contacts and industry experience to develop a marketing program for the Personal Wheezometer™ and Wholter™ in the region.

Mr. Marks went on to say “The product development plan for both the Personal Wheezometer™ and Wholter™ monitor, the Company’s two flagship products to be released early in 2009 continue on time and on budget following the commercial release of the Company’s core technology product the PulmoTrack® for the hospital sector. The Company has also received expressions of interest from large contract manufacturers based in Asia regarding potential production for the Personal Wheezometer™ and Wholter™.

The Personal Wheezometer™ – a personal asthma diagnostic and asthma management device and the Wholter™ – a 24 monitoring and recording device for nocturnal asthma, occupational asthma and exercise induced asthma have created increasing interest and anticipation in both the medical and domestic sectors.

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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 focused on early commercialization of its products with special emphasis on the European and North American markets.

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Appendix Summary Bio of Mr. Larry Murdock

2003 – Present. nSpire Health, Longmont, Colorado, VP Marketing and Sales. Responsibilities include managing marketing efforts: product management, promotion, distribution planning.

1989 – 2003. SensorMedics/ Viasys Respiratory (now Cardinal Health). VP for Marketing. Responsible for marketing operations, marketing budget, market trends, market shares, competitive activities, managing product managers. Produce or edit marketing requirements documentation and proposals, Promotion plans, trade shows, telemarketing and lead generation, advertising (production, placement) direct mailings, field seminars.

Mr. Murdock’s credentials and background highlights:

- Pro-Active in Establishing Sales Strategies. Three years as Regional Sales Manager with Largest Sales per Region for two years. One year as Direct Sales Representative, Best Territory for the Year. Regularly travel with domestic and international sales teams for training, field-testing strategies and market research.
- Solid Personnel and Resources Manager. Two years as Engineering and Operations manager in addition to marketing. Budget development and control. 13 years Hospital Management as Technical Director of Respiratory Care Service. Registered Respiratory Therapist. 12 years marketing manager.
- Experienced Brand manager. Developed several brands with successful launches. Developed and managed the process of creating a new corporate identity for 12 merged medical companies; name, protection, ID manual, web site: www.viasys.tv
- Innovator. Developed successful product maps for two medical device manufactures. Two US patents, Patent 6,581,595 B1, Positive Airway Pressure Device with Indirect Calorimetry System. Patent 6,766,800 B2, Pressure Regulating Valve for use in Continuous Positive Airway Pressure Devices.

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