



Press Release

Minneapolis, MN

Proteus Biomedical, GreatCall/Jitterbug, and IntelliDOT are recognized for innovation, insight, and initiative

The I Award is a program created by TripleTree to identify companies that have developed and are delivering technologies and services in wireless health that reduce healthcare costs and improve healthcare outcomes for consumers. For 2009, recognition was presented in three categories:

- **Best Clinical Application** — Best mobile or wireless life science solution that enriches clinical care.
- **Best Consumer Experience Solution** — Best mobile or wireless experience to the consumer or patient.
- **Best Operational Effectiveness Solution** — Best mobile or wireless solution for reducing costs and improving operational efficiency.

Rob McCray, Chairman of the Wireless-Life Sciences Alliance (WLSA), said that by expanding the search for the best wireless health products and services in the world the I Award is a strong addition to the annual Investor's Meeting and Convergence Summit that WLSA conducts in La Jolla.

The three winners announced at the Wireless-Life Sciences Alliance (WLSA) Summit this week were:

BEST CLINICAL APPLICATION

Proteus Biomedical

Andrew Thompson, Co-Founder & CEO

Electronically observed pharmaceutical therapy platform.

Proteus Biomedical develops intelligent medicine products internally and in partnership with device, pharmaceutical and biotechnology companies. These products address therapeutic areas where disease management complexity, patient monitoring requirements, therapeutic efficacy, and poor patient adherence create large clinical and commercial opportunities. The company currently has three products in development that target cardiac disease and heart failure, including a program in Cardiac Resynchronization Therapy in partnership with a world-leader in cardiovascular implantable devices. Proteus is a privately-held company headquartered in Redwood City, CA.

BEST CONSUMER EXPERIENCE

Great Call / Jitterbug

David Inns, CEO / Arlene Harris, Founder & Chairwoman

Jitterbug; simple cell phone with 24-hour live service.

Great Call's Jitterbug is in the business of simplifying cell phone service to provide a web and operated assisted platform to deliver superior cellular phone service and then to provide a variety of health applications and other lifestyle applications that appeal to simplicity oriented consumer. The technically challenged are often the same consumers who are driving health care costs up. Jitterbug is focused on the appropriate application of technology that will ensure consumers receive support

BEST OPERATIONAL EFFECTIVENESS

IntelliDOT

Jim Sweeney, CEO

Wireless workflow manager connecting caregivers with information systems.

The IntelliDOT system is a best-of-breed wireless workflow manager that connects caregivers with the information systems they need at the point-of-care. Designed by nurses for nurses, the IntelliDOT system enables clinicians to perform safety checks and safely administer and document medications at the bedside using a lightweight handheld device. IntelliDOT is privately held and headquartered in San Diego, CA

Following an online nomination call, 12 finalists among dozens of wireless health companies were selected to compete for the award. The 12 finalists were:

- BeWell Mobile –Disease management applications via text messaging on cell phone
- CellTrak Technologies – Homecare automation with GPS cell phones
- Diversinet – Health information transparency in partnership with AllOne Mobile
- Epocrates – Rx Drug and formulary reference
- GreatCall – Jitterbug; simple cell phone with 24-hour live service
- IntelliDOT – Wireless workflow manager connecting caregivers with information systems
- MedApps – Mobile wireless health monitoring
- MicroCHIPS – Continuous glucose management system
- PhiloMetron – Passive weight management platform
- Proteus Biomedical – Electronically observed therapy platform
- Tagnos – Patient flow management applications
- Triage Wireless – Wireless telemetry/vital signs monitoring

Each finalist presented their solutions at this year's Wireless-Life Sciences Alliance (WLSA) Investor's Meeting on May 12, 2009 in LaJolla, CA. One nominee in each category received the I Award at the WLSA Convergence Summit on May 13, 2009.

TripleTree is an independent, middle market investment bank focused on mergers and acquisitions, capital formation and strategic advisory services for healthcare and technology firms. TripleTree, LLC, along with Qualcomm and Johnson & Johnson is a founding member of the WLSA. The WLSA Investor's Meeting and Convergence Summit were co-chaired by Paul Jacobs, PhD, CEO, QUALCOMM and Rob McCray, TripleTree Senior Advisor. Other event sponsors include Cooley, Deloitte, Proteus Biomedical, InnerWireless, CardioNet, and InTouch Health. Participants include the Rockefeller Foundation, the United Nations Foundation, and the Vodafone Foundation.

For more information, visit www.triple-tree.com or call (952) 832-3350.

About TripleTree TripleTree, LLC is an independent, middle-market investment bank focused on mergers and acquisitions, capital formation and strategic advisory for healthcare and technology firms.

About the Wireless-Life Sciences Alliance. The Wireless-Life Sciences Alliance is an organization founded to create and promote an ongoing and expanding dialogue around the many opportunities to use wireless technologies to advance the delivery of healthcare. Alliance membership and event participation is exclusively extended to senior executives of life sciences and wireless technology companies, entrepreneurs, academia, and capital sources. For more information see <http://www.wirelesslifesciences.org>.

Press Contact:

Stephanie Waxman

Vantage PR for GreatCall

415-984-1970 ext. 0117

swaxman@vantagepr.com