



# Signalife

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Signalife, Inc.  
531 South Main St. ~ Suite 301  
Greenville, SC 29601  
T 864.233.2300  
F 864.233.2100  
www.signalife.com  
info@signalife.com

## PRESS RELEASE

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FROST & SULLIVAN

### 2006 Frost & Sullivan Award for Technology Innovation Award Recipient: Signalife, Inc.

GREENVILLE, S.C., Feb. 13 /PRNewswire-FirstCall/--Signalife, Inc. (Amex: SGN - News) a medical device company focused on the detection of cardiovascular disease through continuous ECG signal monitoring, today announced Frost & Sullivan's 2006 Technology Innovation Award in the field of ECG Monitoring goes to Signalife, Inc. in recognition of the company's remarkable efforts in innovating signal processing technology. Such technology innovation forms the core of Signalife's Fidelity 100, a unique resting/ambulatory ECG monitor.

#### Award Description

Frost & Sullivan's Technology Innovation Award is bestowed upon a company (or individual) that has carried out new research, which has resulted in innovation(s) that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. This award recognizes the quality and depth of a company's research and development program as well as the vision and risk-taking that enabled it to undertake such an endeavor.

#### Research Methodology

To choose the award recipient, Frost & Sullivan's analyst team tracks innovation in key hi-tech markets. The selection process includes primary participant interviews and extensive primary and secondary research via the bottom-up approach. The analyst team shortlists candidates on the basis of a set of qualitative and quantitative measurements. The analysts also consider the pace of research and technology innovation, and the significance or potential relevance of the innovation to the overall industry. The ultimate award recipient is chosen after a thorough evaluation of this research.

#### Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine the final rankings. The recipient of this award has excelled based on one or more of the following criteria:

- Significance of the innovation(s) in the industry, and across industries (if applicable)
- Potential of the products of innovation(s) to become industry standard(s)
- Competitive advantage of innovation vis-à-vis other related innovations
- Impact (or potential impact) of innovation(s) on company or industry mind share and/or company bottom line
- Breadth of intellectual property related to the innovation(s), that is, patents, scientific publications, and papers in peer-reviewed journals.

With an approximately 71 million American patients, 1.4 million deaths and \$400 billion of annual spending on cardiovascular disease (CVD), one of the major challenges facing the American healthcare industry today is finding innovative, low cost ways to monitor and treat patients suffering from CVD. In terms of monitoring per se ECG monitoring is important but it has not changed much in the last 50 years. It also suffers from limitations of being employable for patients at rest and it may filter out important heart signals along with the noise. Signal processing technology is being explored to overcome such limitations. It is in this regard that Signalife's signaling technology is important.

Originally developed to read brain waves of US Air Force F-16 pilots to objectively determine their performance, Signalife's signaling technology is all about signal fidelity (this also leads to the name 'Fidelity'). The Fidelity 100 device amplifies the frequency of the desired signal, which is already known, and compresses the noise around the signal in an analog fashion prior to amplifying the actual signal. Once the noise is compressed, the desired signal is amplified so that there is no need for post-acquisition noise filtration. Such an approach holds greater significance vis-à-vis other technologies as the complete signal is preserved and the risk of filtering out sensitive clinical information is minimized.

This technology is fairly sensitive. It allows for the detection of a 5-microvolt shift in the ST segment in ambulatory patients versus a 100-microvolt shift that is usually clinically significant. A shift in ST segment is typically an indicator of ischemia or myocardial infarction or a heart attack. Detection of a small 5-microvolt shift can allow physicians to identify cardiovascular or coronary artery disease in an earlier stage, and provide them the opportunity to treat the disease while it is still in its infancy. The Fidelity 100 has already received FDA approval and complies with all relevant EC-38 (Ambulatory) and EC-11 (resting ECG) standards.

Signalife is collaborating with researchers at prominent institutions such as the Duke University Medical Center and the Cleveland Clinic and initiating new clinical studies to study patients' ischemia or the lack of oxygen to the heart and electrical conductivity inside the heart. Signalife has already been awarded one patent for this technology with five more pending. The company has also filed patents in Mexico, Canada, China, India, Japan and South Korea for this signal processing technology.

Signalife's success in developing the Fidelity 100 device is indicative of its commitment to research and development in the area of Electrocardiographic monitoring . The company is not only engaged in developing other innovative monitoring products such as a new Holter monitor, a digital event monitor and an intracardiac monitor, but also plans to extend its reach beyond the cardiac arena specifically in areas like neurology, with applications in Alzheimer's, Epilepsy and Parkinson's diseases. Signalife's developers even aim to detect signals emanating from spinal cord injuries and develop devices for respiratory problems.

Frost & Sullivan's Award for Technology Innovation thus recognizes Signalife's work to advance signal-processing technology, as demonstrated in the introduction of the Fidelity 100 device. A compelling breakthrough that could give new direction to ECG monitoring, this technology takes patients closer to preventive medicine and helps them better understand their own healthcare needs.

#### Caution Regarding Forward-Looking Statements

Statements in this release that are not strictly historical are "forward-looking" statements. Forward-looking statements involve known and unknown risks, which may cause Signalife's actual results in the future to differ materially from expected results. Factors which could cause or contribute to such differences include, but are not limited to, failure to complete the development and introduction of new products or services, failure to obtain federal or state regulatory approvals governing medical devices, monitoring and other related services or products, inability to obtain physician, patient or insurance acceptance of Signalife's products or services, adverse equity-market conditions and declines in the value of Signalife's common stock, and the unavailability of financing to complete management's plans and objectives. These risks are qualified in their entirety by cautionary language and risk factors set forth and to be further described in Signalife's filings with the Securities and Exchange Commission

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