



Signalife

Clear Data. Trusted Results.

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PRESS RELEASE

Thursday, March 30, 2006 | 7:00 a.m. ET

Rubbermaid and Signalife Enter Into Marketing Partnership – Exclusive Agreement Signals Immediate Joint Marketing, Branding and Sales of Award-Winning ECG Monitor

GREENVILLE, S.C., --(BUSINESS WIRE)—March 30, 2006—Rubbermaid Medical Solutions and Signalife, Inc (AMEX: SGN – News), the award-winning medical device maker, are pleased to announce that the firms have jointly entered into a multi-year, exclusive marketing and sales agreement involving the nationwide rollout of Signalife's flagship Fidelity 100 ECG heart monitor and other Signalife products.

The two firms will jointly market, brand and sell the devices under each company's name, "Rubbermaid" and "Signalife". Signalife's Fidelity 100 is a unique heart monitoring device, which Signalife believes will enable patients to gain superior signal quality in ambulatory and noisy settings, leading to improved diagnostics and patient outcomes. Preliminary analysis by Signalife has yielded results that appear to indicate the use of the Fidelity 100 will yield important information that may lead to earlier detection of cardiovascular disease states as well as other preventative clinical data.

In furtherance of the parties' agreement to jointly "brand" their devices with the companies' names, they will unveil their first major presentation together at the upcoming Heart Rhythm Society Meeting on May 20th at the Boston Convention & Exhibition Center in Boston, MA.

Under the pact, Rubbermaid shall be responsible for substantially all marketing and sales efforts to vigorously market the Signalife devices nationwide, and possibly beyond, including marketing, advertising, promotions, media, trade shows, exhibits and most importantly the maintenance of a sales force commensurate with the planned sales effort. Signalife shall maintain responsibility for sales support, technical support, manufacturing and quality control and product fulfillment.

The parties plan to market the Signalife products together with Rubbermaid's unique mobile computing stations whose easily adjusted ergonomic features make them perfectly suitable for charting, clinical documentation, respiratory and cardiovascular therapy and operative room use.

Commenting on the partnership, Signalife's Chairman, Chief Executive Officer and President, Pamela M. Bunes, stated: "We are honored to be able to work with an organization like Rubbermaid. Rubbermaid's proven expertise at developing and growing world class brands is unequalled – it was this expertise and Rubbermaid's passion about our technologies, that in my mind, made Rubbermaid the premier choice. What was even more important, however, is that we believe Rubbermaid fully embraces the vision of Signalife. Our vision is that vital signs, and critical health care information, can be accurately monitored once the presence of artifact (noise) is effectively eliminated, and that this can lead to substantially improved outcomes for patients. We believe that use of the Fidelity 100 will ultimately lead to earlier and more accurate detection of cardiovascular disease, the leading disease-cost indicator in the country with more than \$400 billion spent annually on a nationwide basis. I am delighted now to pursue this vision along-side Rubbermaid, a household name, and an organization that has amassed a fabulous team of seasoned professionals."

James J. Roberts, Rubbermaid's Group President said, "As Rubbermaid continues to invest in expanding our presence in the medical arena, we have been looking for new technologies that complement our growing medical platform. We believe that Signalife has developed an innovative platform, and we are thrilled to be a partner with Signalife."

About Rubbermaid Medical Solutions

Rubbermaid Medical Solutions is a division of Rubbermaid Commercial Products, LLC. Rubbermaid Medical Solutions' pioneering work in point-of-care carts has helped establish the company's expertise in nursing care workflow and ergonomics. The division was established in 2003 to research, design and manufacture products that support patient care activity in hospital settings. Rubbermaid is a leading manufacturer of carts, material handling, foodservice, sanitation and cleaning equipment for professional use, and is an affiliate of Newell Rubbermaid Inc. (NYSE: NWL– News).

About Signalife, Inc.

Signalife, Inc. is a medical device company focused on the detection of cardiovascular disease through continuous ECG signal monitoring. The company's goal is to become the premier global provider of disease monitoring products. Signalife uses its patented signal technology to design and develop medical devices that simplify and reduce the costs of diagnostic testing and patient monitoring in an ambulatory or artifact-based environment. Signalife's FDA-cleared and patented electrocardiograph (ECG) monitoring system called Fidelity 100 allows for the recording of a high-quality ECG signal from cardiac patients who are moving. The Fidelity 100 will address the \$400 billion cardiac disease market which continues to grow rapidly. Signalife, Inc. is the recipient of the Frost & Sullivan Technological Innovation Award for 2006. Signalife, Inc. is traded on the American Stock Exchange under the symbol SGN.

More information is located at <http://www.signalife.com>.

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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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