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## Press Room



### Appointment of new CEO

September 16th, 2011

Uscom announces today that Mr. Joe Trygar has been appointed Chief Executive Officer of the company.

Mr. Trygar is based in North America and has been with the company since July 2011 when he joined as SVP of Sales. His promotion to CEO comes at a time when the company needs to start improving the support to its new distributors and develop partnerships that will enhance the effectiveness of our global channels strategy in generating sales.

Mr. Trygar joins Uscom with more than 30 years experience in the medical instrumentation and automation markets including research, engineering, strategic development, & global distribution. He has effectively turned around several small to mid sized companies, launched innovative products into new markets, and has combined a successful entrepreneurial career with equal success with Fortune 500 companies.

Executive Chairman of Uscom, Phil Kiely said, "We have put much effort into building a global distribution network and now need to develop sound strategies to capitalize on these relationships. We also need to develop a coordinated approach across our entire channel initiatives and production capabilities and Joe is the right person to achieve this. Joe is recognized for his ability to distill complex issues to fundamentals, create blueprints for growth, & implement systems & initiatives to grow sales revenues, profitability, sustainability, competitive advantage, & high close ratios."

Mr. Kiely said, "We have barely scratched the surface of the US\$2.8b revenues generated in the cardiac patient monitor market and Mr. Trygar's pivotal appointment at this time will help Uscom secure its fair share of this rapidly expanding marketplace".

Mr Trygar said, "I fully believe in Uscom's unique technology and with the right execution plan we can become a market leader in this space. I bring a wealth of knowledge and contacts in the medical device industry to Uscom and am already in the process of implementing a comprehensive plan to achieve sales growth with sustainability."

Mr Rob Phillips, the company founder, will continue in the role of Chief Science Officer.

