



Media release

## **SHL TELEMEDICINE ANNOUNCES FDA CLEARANCE ON NEW STATE-OF-THE ART-WIRELESS PLATFORM FOR ARRHYTHMIA MONITORING**

### **First in a family of unique devices to assist physicians in diagnosing and managing cardiac arrhythmias**

Tel Aviv/Zurich, September 14, 2007 – SHL Telemedicine Ltd. (SWX: SHLTN), a leading provider and developer of advanced personal telemedicine solutions, announced today the FDA clearance of a proprietary cardiac looping recorder and transmitter, first in a new family of wireless, cellular-based devices developed by SHL for diagnostic arrhythmia services. This device will be the first wireless cellular looping monitor available in the world.

Utilizing cellular technology in diagnostic arrhythmia monitoring provides advantages to both the patient and the clinician. Arrhythmia monitors are typically worn by a patient for a 30-day period, with events manually recorded and then transmitted acoustically over land lines by the patient. With the new wireless monitor, the recorded event and symptoms will be transmitted automatically through the cellular network, with acoustic transmission still available if necessary. This increases the ease of use of the device for the patient, and therefore increases a patient's compliance with the prescribed testing, resulting in a higher diagnostic yield of information for the clinician.

The new cellular device will be offered by SHL's US telemedicine operation as part of its Diagnostic Arrhythmia Service, and is the platform technology for a proprietary wireless ambulatory continuous monitoring service that is projected to be available early in the coming months. The integration of cellular technology into the devices that support the arrhythmia services, and the near-term introduction of a state-of-the-art ambulatory continuous monitoring service, will give SHL the most extensive range of cellular-based service options available in the US market.

"We are pleased to begin the introduction of this new family of devices to the US market, says Erez Alroy, Co-CEO of SHL-Telemedicine. We have built our technology to solve the problems inherent in today's arrhythmia monitoring devices that make it difficult for physicians to manage their patients' conditions. With the new cellular looper and the ambulatory continuous monitoring solution to follow in the near term, we anticipate helping our clinicians address key clinical needs and improve patient management and outcomes."

#### **About SHL TeleMedicine**

SHL TeleMedicine Ltd. is a leading provider and developer of advanced personal telemedicine solutions to individuals and to the healthcare community. As a leading provider of remote health services in cardiology and in other medical areas, SHL maintains business operations in the US, Europe and Israel. SHL is listed on the SWX Swiss Exchange, symbol SHLTN. For more information please visit our web site on [www.shl-telemedicine.com](http://www.shl-telemedicine.com).

#### **For further information please contact:**

Erez Alroy, Co-CEO, Phone: +972 3561 22 12, [ereza@shl-telemedicine.com](mailto:ereza@shl-telemedicine.com)

Assistant: Pauline Shavit, Phone: +972 3561 22 12, [pauline@shl-telemedicine.com](mailto:pauline@shl-telemedicine.com)

Martin Meier-Pfister, The Investor Relations Firm AG, Phone: +41 43 244 81 40, [shl@irfirm.biz](mailto:shl@irfirm.biz)

Some of the information contained in this press release contains forward-looking statements. Readers are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those in the forward-looking statements as a result of various factors. SHL Telemedicine undertakes no obligation to publicly update or revise any forward-looking statements.