

I Award Winners Announced at Wireless-Life Sciences Alliance Convergence Summit

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

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Minneapolis, MN – 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, Senior Advisor to TripleTree and 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 the WLSA conducts in LaJolla.

The three winners announced at the WLSA Summit 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 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 a 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 in a cost effective way. GreatCall is headquartered in San Diego, CA.

- **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 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 phones
- 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 La Jolla, CA. One nominee in each category received the **I Award** at the WLSA Summit on the subsequent day, May 13, 2009.

TripleTree, LLC, along with Qualcomm and Johnson & Johnson, is a founding member of the WLSA. The WLSA Investor's Meeting and Summit were co-chaired by Paul Jacobs, PhD, CEO, QUALCOMM and Rob McCray. 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.

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>.

TripleTree, LLC is a research-based investment bank serving growth companies, investors and global acquirers. TripleTree conducts proprietary research that guides our work in M&A, growth capital and financial advisory services. Our value-based approach benefits technology-enabled businesses in sectors where technology and services are converging and all sectors where CEO's and investors are in search of creative ways to disrupt markets and unleash value.

TripleTree's unique personality is shaped by the experience of our principals who as former business builders and transaction professionals create strategic outcomes that maximize value for our clients. The firm is located in Minneapolis.