

## **Nanowear Appoints Industry-Leading Experts to its Newly Formed Advisory Board**

NEW YORK, NY -- December 10, 2014 -- Nanowear, an emerging developer of wearable, textile-based diagnostic monitoring technology, today announced the appointment of leading medical and technology experts to its newly formed Advisory Board. The newly appointed Advisory Board will serve as a strategic resource to Nanowear as the Company continues product development and quality management in preparation for the U.S. Food and Drug Administration (FDA) approval process of its go-to-market product, a remote cardiac monitoring shirt for patients exhibiting symptoms of cardiovascular disease and potential ischemic events.

"We are very excited to formally announce our Advisory Board. These world-renowned experts work closely with our team and have been invaluable to our growth as an emerging company," says Venk Varadan, co-founder and CEO of Nanowear. "The diverse background and experience that our Advisory Board brings from cardiology, neurology, sports medicine, data / analytics and emerging digital health is an amazing testimonial to the disruptive potential our technology will provide to the multi-billion dollar medical diagnostic market, both in the near and long-term."

The members of Nanowear's Advisory Board include the following (listed alphabetically):

- Joe Alleva, Director of Athletics and Vice Chancellor, Louisiana State University (LSU)
- Esther Dyson, Chairman of EDventure Holdings, Founder of HICCCup, Board of Directors at 23andMe, Meetup, and Yandex, among others, and serial MedTech, Health and Technology Venture Investor
- Robert E. Harbaugh, M.D., F.A.A.N.S., F.A.C.S., F.A.H.A., Distinguished Professor and Chair, Department of Neurosurgery, Director, Institute of the Neurosciences, Penn State University, President, American Association of Neurological Surgeons and member of the National Football League's Head, Neck and Spine Committee
- Mark Kronenfeld, M.D., Cardiac Anesthesiologist, Medical Director of Perioperative Services and Vice Chairman of Department of Anesthesiology at Maimonides Medical Center, Board of Directors at Pacira Pharmaceuticals, Founder and PM of Ridgemark Capital Management and serial Venture Investor
- Nick Pahade, CEO of Poptent, former President of Initiative Media NA (Interpublic Group), former President of TrueAction (eBay Enterprise), former co-founder of Beyond Interactive (WPP), Board of Directors of CPXi and Rare Crowds (MediaMath), and serial Angel Investor
- Steven Petrevski, SVP Technology, First Data Corporation, previously Technology Strategy at JPMorgan Chase, Manager at BearingPoint and Principal Consultant at IBM Global Services
- David Theodoro, M.D., Cardiac Surgeon and Chairman, Cardiovascular Department, SSM Heart Institute, co-founder of PotentiaMed and serial MedTech and Health Angel Investor
- John Zimmerman, M.D., Chief of Electrophysiology, Hackensack University Medical Center (Hackensack UMC), and serial MedTech and Health Angel Investor

Nanowear will seek regulatory clearance in the U.S., for its go-to-market product of a wearable remote cardiac monitoring base layer, in 2015.

"For the millions of patients in need of cardiac monitoring, we currently use archaic, invasive and expensive monitoring devices such as Holters, Loops, Events and Implantables," says John Zimmerman, M.D., Chief of Electrophysiology, Hackensack UMC. "Nanowear's proposed go-to-market product of real-time continuous ECG

monitoring through an everyday undershirt is potentially game-changing as it addresses cost, ease-of-use, patient compliance, diagnostic yield and data integrity."

In addition, the recent emphasis and industry trends towards digital health are favorable to Nanowear's business model. "The big difference is that medical-grade heart monitoring can now be routine, rather than something only for adverse events or stated symptoms" says Esther Dyson, Chairman of EDventure Holdings. "Nanowear's core technology of patented, textile-based nanosensors can help to shift the paradigm towards preventative cardiac care, averting problems rather than treating them after the fact."

While Nanowear's near-term focus is to disrupt remote cardiac monitoring, the long-term value proposition is to leverage the accumulated data to derive insights and knowledge, which can be applicable across the healthcare and technology landscape.

"Big data will power value creation for wearable technology and the Internet-of-Things," says Steven Petrevski, SVP Technology, First Data Corporation. "Nanowear's sensors are designed to collect true and unimpeded electrical data emitted directly from the skin, bridging the gap between how we feel and what's actually taking place within our body. Access to this unique source of information makes Nanowear a highly differentiated big data play in wearables."

For more information, please visit [www.nanowearinc.com](http://www.nanowearinc.com)

### **About Nanowear**

Nanowear is the leading developer of patented, textile-based nanosensor technology with applications in the cardiac, neurological, diabetic and sports medicine / performance diagnostics monitoring markets. The company's proprietary technology enables wireless, real-time electrophysiological monitoring that provides medical professionals with accurate, continuous diagnostics data through a cost effective and non-invasive wearable deployment. Nanowear's core focus on innovation and next-gen technologies will continue to propel the company towards exploring unique and groundbreaking applications for its nanosensors. Headquartered in New York, NY, the company's research and development center is located in University Park, PA.