

NEWS RELEASE

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For immediate release

Preventice readies for growth with new Minneapolis headquarters and addition of executive-level leadership

Rochester, Minn. (December 8, 2011)--Preventice, Inc., announced today that it will open a new headquarters location in Minneapolis during the first quarter of 2012. In addition, the company has added two key executive-level positions to its leadership team. According to Jon Otterstatter, co-founder and president/CEO of Preventice, the Minneapolis headquarters and new hires will better position the company for what it anticipates will be a year of rapid growth in 2012. Preventice, which also has offices in Rochester, Minn., and Fargo, N.D., develops mobile health applications and remote monitoring systems that deliver continuous patient care across the health continuum and wherever an individual might be.

"We have seen a very positive response from investors, leading health care providers and life sciences companies to the way we do business at Preventice and to our unique technology platform," said Otterstatter. "We anticipate significant growth next year and we're confident that these changes will better position us to fully leverage new business opportunities while building on the solid foundation that we've established."

Minneapolis headquarters

The Minneapolis headquarters for Preventice will be located at 10 South Fifth Street in Minneapolis. The 2,900-square-foot space in the Lumber Exchange building will house six Preventice employees in early 2012, with a minimum of six additional employees being added in during the course of the year.

According to Otterstatter, the Rochester and Fargo office locations will continue to house technical staff for Preventice, while the marketing and operations functions will work out of the Minneapolis office. Preventice also employs a sales force in the Midwest and on both the east and west coasts.

"As a mobile health company, our team is virtually connected at all times. This allows us to take advantage of the software engineering talent pool in the Rochester and Fargo areas, while capitalizing on proximity to investors and customers through the Minneapolis headquarters and our sales staff," said Otterstatter.

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New executive-level staff

In conjunction with the headquarters opening, Preventice has also appointed the following executive-level staff positions to support future growth:

- **Michael Emerson, senior vice president, marketing.** Michael Emerson joins Preventice as senior vice president of marketing. Emerson will be responsible for the marketing function at Preventice and all promotional strategies that support sales and growth initiatives. Prior to joining Preventice, Emerson was chief marketing officer at Aprimo (which was sold to Teradata); general manager of a customer relationship management line Siebel (which was sold to Oracle); chief marketing officer and chief product officer for Protagonia, a European-based software and analytics company that was later sold to Doubleclick.
- **Rick Tanler, senior vice president, emerging markets.** Rick Tanler joins Preventice as senior vice president of emerging markets. Tanler will be responsible for introducing mobile health technology into emerging markets in the United States and overseas. Prior to Preventice, Tanler was founder and CEO of eiVia Inc.; founder and chairman of the board at Information Advantage, Inc. (which was acquired by Computer Associates); and vice president, consulting and client services at Metaphor Computer Systems (which was acquired by IBM). Tanler also has held positions at Pepsi, McKesson and Dial Corporation. A serial entrepreneur in the software industry, Tanler was the recipient of the Ernst & Young *Entrepreneur of the Year Award* in 1999. He is the author of *Intranet Data Warehouse*.

In related news, Dyke Hensen has been named senior vice president of strategic partnerships for Preventice. Hensen, who was previously senior vice president of marketing and business development, will now be responsible for business and channel development. Hensen has contributed to the success of several industry-leading companies including SPSS, Hyperion Solutions, Arbor Software and PivotLink Corporation.

"Preventice is poised to claim a leadership position in the mobile health industry," said Otterstatter. "With the addition of Michael and Rick, and the expansion of Dyke's role, we've established a management team with an enviable skills set and track record of success in building and marketing high-tech products and services. These individuals have the proven capabilities to help take Preventice—and our model of continuous patient care—to the next level."

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About Preventice

Preventice is a privately owned company and leading developer of mobile health applications and remote monitoring systems that connect mobile, home-based, and on-premise technologies to deliver continuous patient care across the health continuum—wherever an individual patient might be. Applications from Preventice create a constant connection and exchange of data between health care providers, life science companies and their patients. Current applications from Preventice address high-cost conditions and health management opportunities, including prescription medication management, cardiac care, sleep apnea, diabetes management, and migraine headaches. Preventice currently employs 35 people and is headquartered in Minneapolis, with offices in Rochester, Minn., and Fargo, N.D.