



ASX/media release

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AtCor signs European distributors

Appoints Asia-Pacific sales and marketing manager

AtCor Medical Holdings Limited (ASX: ACG), the developer and marketer of the SphygmoCor system which measures central blood pressures non-invasively, today announced new distribution agreements to sell SphygmoCor in Spain, Switzerland, Benelux, Portugal and Scandinavia, and contract renewal with its distributors in United Kingdom/Ireland, Austria and Greece. The new agreements strengthen significantly AtCor's European marketing and distribution.

Specialist cardiovascular distributors Elemed SA (Greece), Blau Medical (Spain), Admedics AG (Switzerland), APC Cardiovascular Ltd (Benelux) and Hemoportugal SA (Portugal) completed training of sales and support staff in September, and will now distribute and market SphygmoCor. New contracts signed with ScanMed Group companies in Norway and Sweden have extended ScanMed Group's existing United Kingdom and Denmark distribution coverage.

AtCor has established key opinion leader sites using SphygmoCor in Europe, including Cambridge University, Oxford University, Edinburgh University, Hôpital George Pompidou (Paris) and University of Nuremberg.

AtCor's European vice-president, Uwe Kohlmuenzer, said, "We are delighted to extend distribution of SphygmoCor to new countries with cardiovascular specialist distributors, each with their own established networks of hospitals and clinics. The established use of SphygmoCor in premier medical research centres throughout Europe is impressive, and will provide strong local sales endorsement for the new distributors."

Uwe Kohlmuenzer has more than twenty years' experience in the European medical products industry, and joined AtCor in January 2006. Previously, he was vice-president sales and marketing for Abbott Laboratories' vascular devices division, where he achieved a ten-fold increase in revenues over four years.

In addition, AtCor has focused its sales efforts in Asia-Pacific with the appointment of Tony Doherty to the newly created position of international sales and marketing manager. Mr. Doherty will be based in Sydney, and responsible for building sales outside the United States and Europe, particularly in Asia-Pacific. He has strong cardiovascular experience in Asian markets, and joins AtCor from Draeger and Siemens Medical, both world leading manufacturers of medical equipment.

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