



FOR IMMEDIATE RELEASE:

## **Assurance Biosense Announces Key Addition to Executive Team – Jack Auer Joins as Vice President of Marketing –**

GLASTONBURY, CT – APRIL 4, 2013

Assurance Biosense, Inc., a subsidiary of Xhale, Inc., announced today that Jack Auer has joined the executive team as Vice President of Marketing. Mr. Auer will lead the market launch and establishment of distribution channels for the Company's planned Assurance® product line.

Mr. Auer is a marketing and brand strategist with over 20 years of experience in the medical device industry. He was most recently Vice President of Marketing with Oridion Capnography, Inc. (now a Covidien company), a global medical device company that specializes in the development and marketing of capnography capital and consumable products. During his 8 year tenure at Oridion, Mr. Auer has been instrumental in expanding CO2 monitoring throughout the hospital and in pre-hospital use in resuscitation and medical transport. Prior to Oridion, Mr. Auer held senior marketing positions at Siemens Medical Systems USA, Inc. / Draeger Medical Systems, Inc. Mr. Auer holds a Bachelor of Arts in Business Administration from the Wharton School at the University of Pennsylvania.

Andrew E. Kersey, President of Assurance Biosense, stated, "Jack's expertise in marketing and business development strengthens our executive team and will be of immediate benefit as we launch our first product and prepare for future growth. His proven ability to recognize and capitalize on opportunities to establish and build markets through development and delivery of products, programs and teams will be an important asset to Assurance Biosense. I am pleased to welcome him on board."

### **About Assurance Biosense:**

Assurance Biosense, a wholly owned subsidiary of Xhale, Inc., is committed to providing clinicians with easy to use, cost effective diagnostic solutions that improve patient safety and reduce false alarms. Its Assurance PPG/oximetry sensors monitor central blood flow to the brain through placement on the nasal ala, a region rich in vasculature, fed by the external and internal carotid arteries. The unique physiology of the site provides a much stronger signal than that from a fingertip or extremity, delivering more robust pulse oximetry signals, while simultaneously enabling the monitoring of a range of critical physiologic parameters which cannot be monitored via conventional pulse oximetry.

### **About Xhale:**

Xhale, Inc. is a medical technology innovator, developing products that transform healthcare and save lives. The company is a world leader in the use of sensors that analyze vapor and exhaled breath and is focused on novel patient-centric monitoring solutions. Its current product lines include SMART®, the world's only definitive medication adherence monitoring system, and Assurance®, a replacement for conventional finger-based pulse oximetry which will monitor multiple patient parameters from a single-point-of-contact sensor more comfortably and conveniently, and with fewer false alarms, than finger-based pulse oximetry.

For more information, please visit [www.assurancebio.com](http://www.assurancebio.com) or contact Investor Relations at the company at [ir@xhale.com](mailto:ir@xhale.com) or 352.371.8488.

*Assurance® products have not been cleared for sale or use within the United States. The company is neither soliciting nor accepting any orders for the products. All benefits and claims made are concerning future generations of the product line, which are still under development.*

###