



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

# WIRELESS MedCARE HIRES KEN FERRIS AS CHIEF OPERATING OFFICER

**ROANOKE, VA. (May 21, 2009)** -- Wireless MedCARE, LLC has hired local technology veteran Ken Ferris as Chief Operating Officer.

Since forming in 2006, Wireless MedCARE has been developing a wireless sensor system called VivaTRAK to improve the quality of care and operational efficiency at nursing homes.

"With the progress of development and testing of VivaTRAK, we are pleased that Ken was available to join us as we prepare to transition to market," said Dan Wrappe, CEO of Wireless MedCARE. "With nearly 30 years of relevant experience, he brings a depth of knowledge of building businesses in the Roanoke Valley."

Ferris will lead a transition of the company's products through FDA approval and into production. He will begin building the infrastructure to support manufacturing, installation and customer support.

Ferris is an experienced leader of high-technology companies involved in fiber optic communications, DSL and wireless sensors. Most recently, he was involved in medical device development and marketing as president of the products division of Luna Innovations, Inc.

He has been on the founding team of three technology start-up companies, each of which was sold to a large, publicly traded company. He is the past president and currently serves on the board of the NewVa Corridor Technology Council (NCTC). He holds a bachelor's degree in electrical engineering from Virginia Tech.

"Wireless MedCARE possesses an end-to-end technology solution to cost-effectively deliver the 'meaningful healthcare information' that is being sought by the medical industry," Ferris said. "We look forward to growth in the Roanoke Valley to serve a national market."

Wireless MedCARE won the People's Choice award presented at the NCTC's TechNite Awards honoring the region's technology leaders.

### **About Wireless MedCARE, LLC**

Wireless MedCARE, LLC is a privately funded early stage company applying advanced wireless, sensor and information technology to healthcare. The company offers sensor assisted care systems with a strong emphasis on web-enabled and wireless technologies.