



News Release

Heart Force Medical Inc. Appoints Vice President of Engineering

VANCOUVER, BC — October 31st, 2011 Heart Force Medical Inc., a Vancouver-based medical device company that has developed a non-invasive cardiac assessment, monitoring and screening device is pleased to announce the appointment of James 'Marty' Owen to the position of Vice President of Engineering.

In this role, Mr. Owen will be responsible for overseeing the product development activities for Heart Force as well as managing and contributing to its expanding intellectual property portfolio. Mr. Owen holds a Masters Degree in Biomedical Engineering from Purdue University. During his 15 year career in the development of medical devices, he has worked for companies such as Medtronic and Cardiac Science.

"Marty brings a broad range of knowledge from his past experience developing cardiac monitoring devices," said Dr. Geoff Houlton, Heart Force's President, CEO and CMO. "He will provide the necessary leadership to commercialize the digital ballistocardiograph (dBG[®]) technology."

"I am excited about bringing the dBG technology to market, resulting in an improved treatment for patients," said Marty Owen. "The dBG technology presents an opportunity that will appreciably change the diagnostic information available to clinicians."

About Heart Force:

Heart Force Medical Inc. (HFM), a private company, has invented and holds patents for the digital Ballistocardiograph (dBG). The dBG 300, which is already approved in the United States, Europe and Canada, captures the movement of the heart during each cardiac cycle (heart beat). These movements (acceleration and force) are sensed by an accelerometer aligned to the three principal axes and displayed on a computer screen using HFM's proprietary software. Preliminary evaluation has determined that a 10-30 second recording of the dBG waveform is sufficient for a detailed analysis of cardiac performance. The Heart Force dBG 300 device is a non-invasive, standalone, portable unit and contains sophisticated digital sensors and proprietary software.

For more information: visit www.heartforcemedical.com or contact:

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