



ASX/media release

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### **AtCor Medical appoints President to build North American business**

AtCor Medical Holdings Limited (ASX:ACG), the developer and marketer of the SphygmoCor<sup>®</sup> system which measures central blood pressure non-invasively, has appointed Duncan R Ross as President and CEO of its North American business, AtCor Medical Inc. In this newly-created role, Mr Ross will build and develop AtCor Medical's sales and marketing program, which is being rolled out in the United States.

Mr Ross brings to AtCor over 23 years of experience in positions of increasing responsibility in the clinical diagnostics and life sciences device industry. Mr Ross was for four years President of Apogent Technologies' and Fisher Scientific Products Laboratory Equipment Group, the number two supplier in the global \$2.8 billion laboratory equipment market.

Previously, he was President of Apogent's Barnstead International unit, a laboratory equipment manufacturer and marketer with operations in the US and the UK, following seven years in senior executive positions with Sysmex America, a wholly owned subsidiary of Sysmex Corporation (Japan), a leading international manufacturer of diagnostic systems for medical laboratories worldwide. Prior to this he was with Baxter International for 10 years and the American Hospital Supply Corporation, which Baxter acquired in 1985.

Ross Harricks, CEO of AtCor Medical said: 'We are delighted that AtCor has been able to attract someone of Duncan Ross's calibre, reputation and experience to head our North American operation. His confidence in the potential for SphygmoCor follows endorsement from an increasing number of cardiovascular specialists, as well as recent research that indicates the importance of central blood pressure as a predictor of heart attack, heart failure and stroke.'

Duncan Ross said: 'I am very excited by the potential of the SphygmoCor system in North America. The clinical information and indices available through this relatively inexpensive, non-invasive technology has the ability to transform the early diagnosis, intervention and ongoing management of cardiovascular disease. Both health funds and patients should be delighted. I look forward to working closely with Ross Harricks and AtCor's executive teams in Australia and the US as we build on the company's current sales to universities, hospitals and pharmaceutical companies and enter the US\$920 million clinical practice market.'

Mr Ross will join AtCor Medical on 8 May and will be based in Chicago. He will lead a ten-strong team, including four senior sales and marketing executives appointed during the past six months. They will focus on building sales initially in the US clinical specialist market, and subsequently in the US primary care market.

For further information, please contact:

Ross Harricks – AtCor Medical Chief Executive Officer  
Ph: (02) 9874 8761 or [r.harricks@atcormedical.com](mailto:r.harricks@atcormedical.com)

Peter Manley – AtCor Medical Chief Financial Officer  
Ph: (02) 9874 8761 or [p.manley@atcormedical.com](mailto:p.manley@atcormedical.com)

Media enquiries to:

Ashley Rambukwella – Financial & Corporate Relations  
Ph: (02) 8264 1004/ m. 0407 231 282 or [a.rambukwella@fcr.com.au](mailto:a.rambukwella@fcr.com.au)