



Cardiocore Appoints Bob Goodman as Vice President of Sales Experienced Life Science Executive to Lead Cardiocore's Worldwide Sales Expansion

29-September-2008, Washington, DC - Cardiocore, a premier centralized cardiac safety testing laboratory, announced today that Bob Goodman has joined their executive leadership team as Vice President of Sales. Mr. Goodman, a highly experienced life science sales executive, will capitalize on Cardiocore's strong and consistent sales momentum to generate continued expansion of Cardiocore's top-quality service offerings worldwide.

"We are exceptionally pleased to add a sales leader of Bob Goodman's stature and capability," said Cardiocore Chief Executive Officer, Jennifer Cotteleer. She continued, "Building upon years of rapid and steady growth, Cardiocore sought a truly senior sales executive with large organization experience to support the company's continued ascendance in industry. Bob brings high level market expertise, global key account experience and a strong track record of driving international business, all of which enhance Cardiocore's continued expansion in important international accounts. Importantly, his customer-oriented style fits perfectly with the quality service culture that has always been the foundation of Cardiocore's success."

Prior to joining Cardiocore, Mr. Goodman was a leading sales executive at Thermo Fisher Scientific, a nine billion dollar life sciences company. His focus included international clinical trials and strategic partnering in Thermo Fisher's BioServices and BioPharma divisions. During Mr. Goodman's 15 years at Pfizer Pharmaceuticals, their sales organization was ranked by Forbes as first in the pharmaceutical industry and within the Top Ten among all Forbes 500 companies. In that period, Mr. Goodman was consistently awarded as a top sales leader among this impressively successful team.

"I am delighted to join Cardiocore at such an exciting time for the company and its industry," said Mr. Goodman, adding, "Cardiocore is positioned for continued and accelerated success based on its superior service offerings, advanced data management technologies and world class team of scientific experts. I look forward to contributing my experience and efforts to the continued growth of this exceptional organization."

About Cardiocore: *Cardiocore has provided superior centralized cardiac testing services to the pharmaceutical industry for 15 years. Services include centralized electrocardiographic (ECG) analysis, Holter monitoring, echocardiography (ECHO), statistical analysis and consulting services such as protocol design. The company is experienced in both the design and the implementation of cardiac safety and efficacy testing in Phase I, II, III and Thorough QT clinical trials. These services are supported by the company's CardioCorrect® system featuring the proprietary HolterGateway™ and CardioPortal™. Cardiocore's U.S. headquarters is located in Bethesda, Maryland, its West Coast office is located in San Francisco, California, and its European subsidiary, Cardiocore Limited, is located in London, England.*