



Contact:

Angela Strand
(415) 902-3762

Nicole Osmer
(650) 454-0504
nicole@nicoleosmer.com

Proteus Biomedical Honored by World Economic Forum
*Technology Pioneer Award Recognizes Potential of Intelligent Medicine
to Improve Business and Society*

Redwood City, Calif., Dec. 4, 2008 – Proteus Biomedical Inc., a pioneer in intelligent medicine, announced today that the company has been selected a 2009 Technology Pioneer by the [World Economic Forum](#).

The [Technology Pioneer Award](#) honors 34 visionary companies from around the world that a panel of 44 global technology experts believes will have a deep impact on business and society. To be selected, a company must be involved in the development of life-changing technology innovation, demonstrate visionary leadership, and show signs of being a long-standing market leader. This year is the 10th anniversary of the program, with 320 applications from companies in 15 countries.

"Proteus has developed a unique approach to personalizing therapy," said Andrew Thompson, Proteus CEO and co-founder. "We embed micro-sensors into existing drugs and devices, which transmit information, securely, to a person's cell phone via the Internet. A person can understand how their body is responding to their therapy, and, if they choose, share this information with a family member, physician or friend to help them stay healthy. We are delighted that the World Economic Forum has recognized the immense potential of this approach and look forward to actively participating in their programs."

"We congratulate Proteus Biomedical for their remarkable achievements and welcome them to the wider community of the World Economic Forum. During these difficult times, we are certain that the technologies driven by these visionary companies will contribute to the next wave of

growth, with the innovative and entrepreneurial spirit that characterizes them,” said André Schneider, Managing Director and Chief Operating Officer of the World Economic Forum.

As a 2009 Technology Pioneer, Proteus Biomedical has been invited to participate in the World Economic Forum’s Annual Meeting in Davos-Klosters, Switzerland, Jan. 28 through Feb. 1, 2009 and the Annual Meeting of the New Champions in Dalian, China, Sept. 10 – 12. These two events bring together the world’s foremost thought leaders in business and government.

The World Economic Forum is an independent, international organization committed to improving the state of the world by engaging leaders in partnerships to shape global, regional and industry agendas. It is incorporated as a Swiss not-for-profit foundation, and has no ties to political, partisan or national interests. The Forum’s motto, “entrepreneurship in the global public interest”, reflects its belief that economic progress without social development is not sustainable, while social development without economic progress is not feasible.

A video interview with Andrew Thompson is available on the Proteus Biomedical [website](#) and on the World Economic Forum’s [YouTube page](#).

About Proteus Biomedical

Proteus Biomedical is pioneering intelligent medicine, an emerging field of advanced therapeutics that integrates in-body computer, sensor and communications technologies into existing medical device and pharmaceutical products. Proteus’s proprietary computing and sensing technologies enable proven therapies to be personalized, offering broad potential benefits across a range of care settings and therapeutic areas including cardiovascular, psychiatric, metabolic and neurologic disorders. The company’s first products, novel pacing and sensor-enabled devices for Cardiac Resynchronization Therapy, are in development in collaboration with world leaders in cardiovascular implantable devices.

More information about Proteus Biomedical can be found at www.proteusbiomed.com.

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