



For Immediate Release

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William A. (Bill) Breukelman Named to CardioWise, Inc. Board of Directors

An internationally recognized entrepreneur, Mr. Breukelman is a pioneer in imaging technology, initially as principal and chairman of IMAX Corporation, followed by significant transformative contributions to medical and scientific research companies in information technology and strategic development.

Fayetteville, Ark. — March 3, 2015 — Jack Coats, Chief Executive Officer of CardioWise, Inc., announced that Mr. William A. Breukelman has been named to the company's Board of Directors. CardioWise, Inc. has recently completed development of the first fully integrated version of its Multiparametric Strain Analysis Software (MPSA™), which is uniquely capable of analyzing the three-dimensional motion of the heart that is acquired from cardiac MRI images and then comparing the analysis at 15,300 points to the motion of a normal heart model. The analysis detects portions of the heart that are moving abnormally and demonstrates to what degree the heart muscle has been affected.

Mr. William Breukelman is a successful entrepreneur with over 57 years of experience, having owned, founded and funded numerous transformative information and technology companies. He is a pioneer and visionary in imaging businesses. Mr. Breukelman was the business principal with and later served as Chairman of IMAX Corporation from 1970 to 1995. IMAX Corporation now has 837 theatres worldwide and over one billion people have had an IMAX Experience. He was also a co-founder and past President of AB Sciex Pte. Ltd., which has been transforming medical and scientific research with its high-speed, ultra-trace analytical systems for over 35 years. Mr. Breukelman's past experiences include serving as the lead director of a public medical imaging firm, and as president of Fischer & Porter Company (now part of ABB) where he pioneered the use of computer controlled processes in numerous industries. He is currently Chairman and Principal of Business Arts Inc., a high-tech incubator focusing on transformative, meritorious imaging technologies and strategic development. Mr. Breukelman is also Chairman Emeritus and Co-Founder of GEDEX Inc.



William A. (Bill) Breukelman, newest member of the CardioWise, Inc. Board of Directors.

Mr. Breukelman has his Master of Business Administration degree from the Ivey Business School (1957) and a Bachelor of Applied Science in Chemical Engineering (1955) from the University of Toronto. In addition to numerous scientific and business awards, Mr. Breukelman was recently honored to have been appointed as an Officer of the Order of Canada, as well as recipient of the Queen Elizabeth II Diamond Jubilee Medal, both recognizing his outstanding long-term entrepreneurial service and achievements.

"CardioWise is privileged to have Bill Breukelman join our board and our effort to bring the company's unique, non-invasive heart analysis software to market," said Jack Coats. "Bill has been a true pioneer and international leader in high technology and imaging, having owned, founded and funded numerous businesses, and we welcome his wisdom and guidance going forward."

CardioWise™ is commercializing patent-pending, non-invasive Cardiac Magnetic Resonance Imaging (CMR) analysis software that produces a quantified 4D image model of the human heart, called Multiparametric Strain Analysis™ (MPSA™). CardioWise heart analysis software combined with cardiac MRI is a single diagnostic test that is able to provide quantitative analysis of the myocardium, arteries and valves with an unprecedented level of detail. It has the opportunity to become the new gold standard of care for heart health analysis. CardioWise™ is a [VIC Technology Venture Development™](#) portfolio company.