

Press Release

Rostrum Medical® Signs Exclusive Distribution Agreement with C. Brady GmbH

C. Brady Will Become Exclusive Distributor in Austria for the VQm® System

Vancouver, BC Canada – November 5, 2015 – Rostrum Medical Innovation Inc., a Canadian medical device company, is pleased to announce that it has signed an exclusive distribution agreement for Austria with C. Brady GmbH for the Rostrum VQm® System.

Under the terms of the agreement, C. Brady will be the exclusive Austrian distributor for the VQm® System from Rostrum Medical. The VQm System is a new device for direct measurement of thermal and hygrometric changes in patients breathing gases during the respiratory cycle to assess ventilation/perfusion efficiencies (V/Q matching) in intubated and ventilated patients. The two companies will work together in order to advance the limited launch and validation of clinical utilities including expanding the clinical key opinion leaders.

"Rostrum Medical is committed to providing new medical technologies that improve patient outcome and provide clinicians with better information and an improved workflow. This will enable care providers and health systems to partner with us to meet their patients' needs," said Awni Ayoubi, President. "C. Brady shares our commitment to innovation and high-quality products that help improve patients' lives."

George Brady, MD, President of C. Brady added, "We are excited to offer this new technology to our customers and see Rostrum Medical as a great partner for C. Brady." C. Brady has a long tradition and experience in the Austrian medical industry. They offer scale, infrastructure, reputation, clinical experience to make Rostrum Medical's products a market leader in Austria.

The distribution agreement may be expanded with additional products and territories in the future. Financial terms of the agreement were not disclosed.

Rostrum Medical is poised to become a global medical device company with a focus on respiratory monitoring. The company is currently in discussions with distributors in Canada, Europe and Asia with announcements to be made in the very near future.

About Rostrum Medical®

Rostrum is a privately held corporation, registered under the laws of Canada. Rostrum commenced its operation in January 2009, with a focus on providing medical practitioners with new and useful solutions to everyday challenges experienced in the healthcare industry. A team of leading clinicians, combined with our engineering and business expertise, allows Rostrum Medical® to deliver leading edge solutions to problematic uncertainties in modern day practice.

Rostrum's VQm[®] System is a new device for direct measurement of thermal and hygrometric changes in patients breathing gases during the respiratory cycle to assess ventilation/perfusion efficiencies (V/Q matching) in in intubated and ventilated patients.

Press Contact Information:

Rostrum Medical Innovations Inc.

Phone: 604-439-3054

Email: info@rostrummedical.com