



## **FOR IMMEDIATE RELEASE**

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## **Wireless MedCARE and Senior Homestyle Living to Form Joint Venture**

**ROANOKE, Va. (December 22, 2011)** -- Wireless MedCARE, LLC today announced a customer and joint venture agreement with Senior Homestyle Living, LLC of Arlington, Texas.

Under the terms of the agreement, Wireless MedCARE will provide its FDA-cleared VivaTRAK sensor assisted care system to two Senior Homestyle Living (SHL) facilities currently under construction in Texas. The VivaTRAK platform technology aggregates sensor and device information for healthcare applications in long-term care facilities and in homes. Benefits include higher quality care and operational efficiencies.

In addition to the 32-bed installation, the two companies have agreed to form VivaSense Solutions, a joint venture that will be owned equally by the two companies. VivaSense will focus on further product development, marketing and sales of technology products with applications in the independent living, assisted living and home healthcare market segments. Wireless MedCARE staff will provide product development and an advanced technology roadmap to meet the product needs at SHL installations. Senior Homestyle Living will provide beta testing for new products designs and market feedback for new product enhancements and features.

"SHL is committed to delivering the highest quality care at an affordable price," said Ron Cheney, CEO of Senior Homestyle Living, LLC. "By jointly working with Wireless MedCARE, we are confident we can deliver on our commitment to improve both the quality and efficient delivery of care while advancing information technology tools for the care of our aging population. Our ultimate goal is to provide the highest quality of life to our residents."

"Since its founding through the Carilion Biomedical Institute, Wireless MedCARE has focused on opportunities to use its technology to deliver patient informatics to doctors, nurses, technicians as well as electronic medical record systems. VivaTRAK™ improves the effectiveness and efficiency of care in skilled nursing and other healthcare facilities," said Dan Wrappe, the company's CEO. "We are pleased to partner with SHL to forge a path into the assisted living, independent living, and home healthcare markets."

#### About Wireless MedCARE, LLC

Wireless MedCARE is a privately held technology company that has achieved FDA clearance for the VivaTRAK™ sensor assisted care system. The company is emerging as a leading provider of connected sensors and devices applied in healthcare delivery. WMC is located in Roanoke, Virginia. <http://wirelessmedcare.com>

#### About Senior HomeStyle Living

Senior HomeStyle Living is the privately held developer of an innovative and easily replicable model for elderly care facilities, which are designed to dramatically increase efficiencies in the assisted care industry and provide a long-term framework for managing the impending growth of the retirement-aged population. Successfully navigating this challenge in the coming years will require a new and improved strategy for care delivery. The company's working model can be implemented in any rural or urban community, and is adaptable to nearly any circumstance.

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