

For Immediate Release

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Boston Heart Diagnostics Ranked Number Eight Fastest Growing Company in North America on Deloitte's 2013 Technology Fast 500™

Company Attributes its 32,031 Percent Revenue Growth to Innovation and Focus

FRAMINGHAM, Massachusetts (November 13, 2013) – Boston Heart Diagnostics Corporation, a pioneer in integrating next-generation diagnostics into personalized nutrition and lifestyle programs for patients with or at risk for heart disease, today announced it ranked eight on Deloitte's Technology Fast 500, a ranking of the 500 fastest growing technology, media, telecommunications, life sciences, and clean technology companies in North America. Boston Heart grew 32,031 percent during this period (2008 to 2012).

Boston Heart President and CEO Susan Hertzberg said, "What an outstanding year it's been – we've come a long way in our goal to reinvent the role of diagnostics in cardiovascular disease (CVD). What we do really matters. In the U.S. alone, 2,150 people die from CVD each day. It is clear that traditional methods to prevent and reverse chronic diseases, such as CVD, are just not working."

Commenting on the company's progress, Ms. Hertzberg continued, "I believe that our rapid growth is attributable to innovation in three areas: 1) Development of next-generation diagnostics that uncover hidden risk and enable healthcare providers to treat CVD patients more effectively; 2) Innovation in report design and personalized content that improves understanding and inspires patients; and 3) Integration of proven behavioral-management and support strategies that help people make meaningful and lasting nutrition and lifestyle changes that can improve health outcomes. Of course, none of this would be possible without our talented employees, who together have created a compelling and transformative culture. Making the Fast 500 list is a testament to the commitment, passion, and results-driven discipline of our employees."

"The 2013 Deloitte Technology Fast 500 companies are exemplary cases of those spurring growth in a tough market through innovation," said Eric Openshaw, vice chairman, Deloitte LLP and U.S. technology, media and telecommunications leader. "This year's list is a who's who of companies behind the most exciting and innovative products and services in the technology space. We congratulate the Fast 500 companies and look forward to what they do next."

"The fastest growing companies in the U.S. are drivers of constant innovation and operate with the agility to stay ahead of a quickly evolving marketplace, and software, biotech/pharma and internet companies continue to be at the forefront," added James Atwell, national managing partner of the Emerging Growth Company practice, Deloitte Services LP. "The companies excelling in these sectors have a startup mentality that allows them to be nimble and adapt quickly, which is why they consistently lead the list of fast-growing companies each year."

According to The Centers for Disease Control and Prevention, there are 26.5 million people in the U.S. with diagnosed heart disease and CVD accounts for nearly one in three deaths. CVD is complicated, and every one of these patients is different. About half of heart attacks occur in people with so-called "normal" LDL cholesterol and no previously identified heart problems. Boston Heart is pioneering a new, multi-disciplinary, patient-specific approach to their care. It starts with our proprietary, next-

generation diagnostics and incorporates proven methods of behavioral science plus the latest in clinical and nutrition research, all of which we combine into unparalleled offerings designed to improve patient health, well-being, and quality of life.

Overall, 2013 Technology Fast 500 companies achieved revenue growth ranging from 137 percent to 208,897 percent from 2008 to 2012, with an average growth of 2,600 percent.

About Deloitte's 2013 Technology Fast 500

Technology Fast 500, conducted by Deloitte LLP, provides a ranking of the fastest growing technology, media, telecommunications, life sciences and clean technology companies – both public and private - in North America. Technology Fast 500 award winners are selected based on percentage fiscal year revenue growth from 2008 to 2012.

In order to be eligible for Technology Fast 500 recognition, companies must own proprietary intellectual property or technology that is sold to customers in products that contribute to a majority of the company's operating revenues. Companies must have base-year operating revenues of at least \$50,000 USD or CD, and current-year operating revenues of at least \$5 million USD or CD. Additionally, companies must be in business for a minimum of five years, and be headquartered within North America.

About Boston Heart Diagnostics (BostonHeartDiagnostics.com)

Boston Heart is re-inventing the role of diagnostics in cardiovascular disease (CVD), the number one cause of death in the United States. There's much more to CVD than "good" and "bad" cholesterol – that's why traditional cholesterol screens often miss those at significant risk for heart attack or stroke. In fact, individuals can still have up to a 75% residual risk for serious cardiac events after successfully lowering LDL. We work with healthcare providers to engage individuals in their own well-being and give them the tools they need to prevent or reduce their CVD risk and improve health outcomes. Applying the latest clinical research and advances in laboratory science, we integrate results from our proprietary tests and health history information with an individual's food and exercise preferences – all transformed into practical nutrition, lifestyle, and support strategies tailor-made for each person. We help people make meaningful and lasting change through the use of easy-to-understand reports, one-on-one coaching, and sustained support. Boston Heart Diagnostics is leading the charge to turn the promise of personalized medicine into a reality.