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AT&T TO WIRELESSLY CONNECT ZEPHYR BIOHARNESS

DALLAS, June 23, 2011 — [AT&T](#)* and Zephyr Technology today announced an agreement for AT&T to provide integrated wireless access to the next generation of the Zephyr BioHarness™ designed to measure critical vital signs, including ECG, heart rate, breathing rate, skin temperature, then contextualize the information with the individual's physical activity using an accelerometer. The data is then viewed through the Zephyr portal or pushed to electronic health records and applications.

“With the BioHarness, connected by AT&T, cardiologists will be equipped to remotely monitor ECGs, athletes will have the ability to share live performance data, and medics will have on-demand visibility into the condition of military personnel – all occurring seamlessly over the [AT&T network](#),” said Glenn Lurie, president of emerging devices, resale and partnerships, AT&T. “Today, [smartphones](#) capture Zephyr's BioData and send it to the cloud for analysis, presentation and health record purposes. By Embedding wireless into the BioHarness, we're arming healthcare professionals with the technology needed to access timely data in ways not previously possible.”

“Zephyr has created a comprehensive approach that delivers useful physiological data in an understandable way,” said Brian Russell, Zephyr's CEO. “Our unique approach makes it easy for an individual to keep an eye on their health and to share that information with health providers, friends and family.”

Zephyr received FDA approval for the BioHarness in December 2010, which paved the way for this strategic announcement with AT&T. Zephyr will integrate direct cellular technology into the BioHarness to simplify the implementation and more rapidly penetrate the [mHealth market](#).

“AT&T has the right infrastructure and the necessary flexibility to meet the evolving requirements of connected health,” Russell said.

Zephyr pioneered Physiological Status Monitoring (PSM) with NASA, US Special Forces, First Responders and consumers in the Connected Health arena through partnerships with organizations like Qualcomm and Motorola.

Availability will be announced later.

For the complete array of AT&T offerings, visit www.att.com.

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About Zephyr Technology

Zephyr Technology, www.ZephyrAnywhere.com, is a global leader in real-time physiological and biomechanical monitoring or "Physiological Status Monitoring" (PSM) solutions for Connected Health, Fitness and the Academic Research markets. Zephyr Technology leverages a world class team of engineers, scientists, physiologists and business experts.

Founded in 2003, Zephyr Technology has been a pioneer in the use of PSM in training and high stress operational environments. The company's ongoing collaboration with fire departments, NASA Ames Research Center, National Guard Civil Support Teams, and multiple US Special Forces has been invaluable in the development and validation of Zephyr's technology and its application in the most extreme operating environments to **Measure Life. . . Anywhere!**