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CoActiv Medical Names Frank P. Baker V.P. of Sales and Business Development

Industry Veteran to Spearhead New National Sales Effort

November 21, 2011—Ridgefield, CT—CoActiv Medical, the PACS, RIS and cloud-based digital archiving innovator, has named Frank P. Baker Vice President of Sales and Business Development. In his new position, Baker will oversee the company’s direct sales team and will recruit and manage distribution partners as CoActiv embarks on an aggressive expansion effort domestically and abroad for its rapidly growing product line.

Baker is a highly experienced sales management professional with over 30 years of experience in technology products and systems with an extensive background in medical imaging. During his career, Baker has had significant success developing major accounts and managing both direct and indirect technical sales organizations.

“CoActiv is a highly successful company in both the PACS/RIS and digital image storage arena,” says Baker. “The company has tremendous growth potential and is well positioned to expand exponentially in the current marketplace with its robust technology, open architecture and the ability to integrate easily with complementary applications as well as reasonable price point. I am extremely excited to join the

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dedicated CoActiv team and help take the company to the next level.”

Prior to joining CoActiv, Frank Baker was Managing Partner and Principal Consultant for Sales Tacticians, an independent consultancy specializing in designing and implementing sales strategies and tactics for technology companies. Baker’s client list included companies such as Mitsubishi, Siemens and Analogic.

From 2007 to 2010, he was Vice President of Channel Sales for eRAD, a web-based PACS and radiology solutions company. In that position, he managed relationships with dealer networks and was responsible for training, planning and supervising channel sales initiatives. Baker brings to CoActiv his strong ongoing relationships with key medical imaging dealers throughout the US.

Prior to this, Baker was Director of OEM Sales for TeraRecon, Inc., a 3D imaging solution provider best known for its medical imaging expertise, where he was responsible for worldwide business development and sales to major manufacturers of medical imaging systems.

With a broad range of technical expertise, Baker was a co-founder and Vice President of Sales at Augment Systems, an early provider of SAN systems for imaging applications. He launched his corporate career in OEM computer graphic sales as a Regional Manager for Aydin Controls. He also served as a medical lab technician at a military hospital and later a USAFRES medic.

“We are extremely pleased to have a medical imaging sales professional with the background and experience of Frank joining the CoActiv team,” comments Ed Heere, President and CEO of CoActiv. “His deep knowledge of the medical imaging arena and wealth of contacts in the field will be invaluable to the company. We look forward to his contributions during this time of strategic expansion throughout the U.S. and abroad.”

Frank Baker holds a bachelor’s degree in life sciences and has taken postgraduate courses in marketing and data communications. He resides in Sharon, MA with his wife.

About CoActiv

CoActiv Medical[™] is a leading healthcare software and IT systems provider offering a full line of PACS, digital image and data storage services and related solutions for hospitals, imaging facilities and medical practices of all sizes. CoActiv’s EXAM-PACS[®] family of web-based PACS solutions provide leading edge, affordable and scalable image management with sophisticated tools that cater to the needs of radiologists as well as a full range of other imaging specialists. Available as both enterprise server-based and cloud-based solutions, EXAM-PACS is designed for easy integration into imaging facilities of any size. Comprised of modular software components, EXAM-PACS enables any site to customize a solution to meet their specific needs and budgets or to add advanced functionality to an existing PACS solution. EXAM-PACS includes EXAM-FILER[®] CD-burning solution; vendor-neutral, cloud-based HIPAA-compliant, offsite/online EXAM-VAULT[®] QUAD-REDUNDANT ARCHIVING[®]; patent-pending EXAM-SENDER[®] referring physician system; EXAM-3D[®] advanced, multi-modular 3D color

reconstruction and visualization; EXAM-NET[™] teleradiology suite and EXAM-BROWSER[™], a revolutionary fully cloud-based, zero-footprint universal DICOM viewer that enables anywhere, anytime review of medical images on any PACS from any platform, including iPhone, iPad, and all Android and other tablets and smartphones. EXAM-PACS includes such premium features as support for breast specific gamma imaging (BSGI) and storage of non-DICOM data such as prescriptions, reports and surgical plans in patient files. Complementing this is CoActiv's family of EXAM-RIS[®] solutions scaled for imaging facilities of every size site and budget. Contact **CoActiv at (877) 262-2848; ed.heere@coactiv.com; www.coactiv.com**.