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**IN TELEMEDICINE INDUSTRY FIRST, PDSHEART CERTIFIES
ENTIRE SALES FORCE THROUGH ATI TRAINING PROGRAM**

West Palm Beach, Fla. – PDSHeart, Inc., the first telemedicine cardiac monitoring and cardiac management company to be JCAHO accredited, has advanced industry standards again by training and certifying its entire sales organization at the Arrhythmia Technologies Institute (ATI). For more than 20 years the Institute has offered the only training program for professionals in the rapidly advancing field of arrhythmias, and cardiac device technology and therapy.

"We believe there is an industry-wide need to better educate sales representatives in the clinical aspects of our business and decided to invest in the ATI program," said Sean Heyniger, PDSHeart President and CEO. "As a result, our representatives now have the knowledge and confidence to assist physicians and their staffs on a more comprehensive level. The bottom line is that the service and quality we offer clients is greatly enhanced."

Founded in 2000, PDSHeart is the country's leading provider of cardiac monitoring services. It provides physician-prescribed remote and ambulatory care monitoring of asymptomatic and symptomatic arrhythmia detection via landline, cellular telephone and the Internet. PDSHeart's WebHolter[®] is the industry's first web-based digital holter monitoring system. PDSHeart services more than 150,000 patients annually through 8,000 doctors.

"In today's competitive employment market, the company that invests in its employees stands out," Heyniger said. "Candidates exploring their career options recognize that advanced training brings advantages and opportunities. This program is the latest example of the commitment we made to be a market leader when we first achieved JCAHO accreditation."

Heyniger said all XX representatives in PDSHeart's 46 regions have completed the ATI cardiac rhythm management courses and testing for certification. He said all future representatives would be ATI certified.

"PDSHeart was not under any obligation to spend the time, resources and money to train their staff," said Mark Sweesy, FHRS, President of ATI and Director of Education. "It is commendable they have taken the initiative to better train their representatives and differentiate themselves from their competitors."

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