



FOR IMMEDIATE RELEASE

Date: January 23, 2018

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Company Announcements

I am pleased to announce **Mr. Eli Swenson** has joined Pertexa as Vice President of Digital Marketing. Eli will be reporting directly to me. He will oversee all our digital marketing and communication strategy including the day-to-day management of our offshore marketing team.

Originally from California, Eli currently lives in Northern Virginia with his wife and 2 children. Having spent the last 20 years in Austin Texas with a background in Communications, Eli has played many diverse roles over the span of his career with marketing, digital and social media marketing as his passion.

Eli has had a truly diverse career. He was an investment professional inside the dot-com bubble. He then made a calculated exit from the market and got back to his passion for the arts where he ran a record label and recording studio in Austin, Texas. He facilitated the signing of many artists and the release of their music. Through creative marketing, he secured contracts with many influential music industry veterans including a project which involved internationally acclaimed recording engineer Ben Findley (then Peter Gabriel's head engineer from Real World Studios, London) and artists signed with publishing deals through EMI. He produced and engineered a recording which garnered a NAMMY nomination for best Traditional Recording in 2003 which subsequently won the award.

Eli has played the role of a consultant to many small businesses and has helped to introduce new vertical revenue streams, mainly utilizing online marketing channels. During his tenure, he spearheaded and collaboratively oversaw the in-house development of a custom designed website with full functionality with Social Media, Google search ranking and creative Digital Marketing driving traffic to the websites which ultimately increased revenues by over 300%.

I am also pleased to announce that **Mr. Ben Kragen** is joining us as Director of International Programs. He will also be reporting directly to me. He is a top graduate of Wheaton College and getting this MBA and Masters at Brandies University. His Masters will be in International Health Care Management. Ben will work out of the Boston area.

About

Pertexa, Inc. is a next-generation medical technology company headquartered in Ridgecrest, California that creates and distributes advanced technology including RITA and RADEKAL, the nation's leading Physician's Productivity Tool, which has been shown to increase productivity by 30%. By combining both hardware and app development for worldwide medical use, Pertexa is an innovative brain trust, advancing disruptive transformational technologies for an evolving healthcare environment.

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