

Media Release



December 13, 2011

Rundbuckstrasse 6
CH – 8212 Neuhausen am Rheinfall / Switzerland
www.lifewatch.com

LifeWatch and Tracker to launch LifeTracker in Switzerland

LifeTracker Mobile phone including medical consultation service for target group 55+

Neuhausen am Rheinfall/Rüschlikon – LifeWatch AG (SIX Swiss Exchange: LIFE), the leading provider of wireless telemedicine and other monitoring services in the U.S. and Tracker (Tracker.ch AG), the leading Swiss provider for Internet tracking solutions using GPS and GPRS technology, are launching the first product developed jointly. Under the brand LifeTracker, the two companies are launching an innovative mobile phone targeted at people over 55. Thanks to a partnership with Medi24, users will gain access to round the clock medical consultation and additional services. Further product specific options are on track to be launched in the first quarter 2012.

The LifeTracker Mobile is the first product that LifeWatch and Tracker are launching into the market together after announcing their joint venture on November 23, 2011. LifeTracker Mobile is an innovative mobile phone targeted at people over 55, especially to health and wellness conscious consumers. The distinct features are its ease-of-use, big keys as well as three direct speed dial keys and crystal clear audio quality in the headset and speaker. The mobile phone is also compatible with all commercially available hearing aids (HAC M3/T3). The product's features are: SIRF III GPS, emergency call activation at the touch of a button, a "dead man" function, which sounds an alarm when the user falls down, as well as an integrated flashlight and up to five water proof transmission medallions.

The beneficially priced base package offers 20 minutes per month across all Swiss national networks, including fixed and mobile networks. It includes a SIM card and a GPS module as well as the login to the dashboard for an unlimited number of users. There's no charge for the SIM card subscription. Users can easily adjust their personal settings in the dashboard.

LifeTracker Mobile is being launched into the Swiss market at a beneficial price. There is a one-time charge for the set up. Thanks to the cooperation with the Swiss telemedicine provider Medi24 (www.medi24.ch), clients can choose for now among two optional packages.

The option Life24 includes:

- Emergency call 7/24, including geolocalization and escalation procedure
- Consultations by medically trained staff with 24-hour supervision of a doctor
- Support in four languages (German, French, Italian and English)
- Medical assistance (worldwide, including repatriation)
- Assisted living (butler service), for example: chauffeuring, pet care, shopping and more.

The additional option Life24+ includes:

- The total offer of the the option Life24 and in addition:
- Medical consultation in an emergency
- General medical information
- Checking of drug interactions
- Tele diagnostics (image reporting and report delivery)

- Instructions for self treatment
- Recommending drugs
- Tele dermatology
- Transmission to care provider (includes meeting arrangement)
- Dispensing electronic prescriptions
- Agreeing on next treatment steps with patient

The LifeTracker mobile phone is available immediately and can be ordered easily via www.lifetracker.ch. Starting February 2012, the LifeTracker mobile phone will also be available in retail stores.

A next product is scheduled to be launched at the end of the first quarter 2012. The device, which is a virtual phone app for android smart phones, will break the ground for new solutions in medical data transfer via M2M technology. The app enables via Bluetooth the direct transfer of hypertension and diabetes data from measuring devices on the virtual phone to medical organizations or physicians or to monitor permanently the own personal healthcare condition.

“We are very pleased that we were able to set up the market entry of LifeTracker in Switzerland so quickly. For us the LifeTracker is an important strategic project toward more geographic diversification and retail business. In this regard Switzerland is for us an important test market in relation to the planned market entry into other European markets,” says Dr Yacov Geva, President and CEO of LifeWatch AG. “With LifeTracker mobile phone we are providing an innovative mobile phone for people over 55, which enables the user to easily make phone calls while enhancing his or her personal safety. Thanks to our partnership with Medi24, we are also in the strong position to offer clients a first-class and proven telemedicine service package that is available around the clock and in every situation,” adds Guido Honegger, CEO of Tracker.

For further information please contact:

Sensus Investor & Public Relations, Zürich

Tel +41 43 366 55 11 | Fax +41 43 366 55 12 | Email lifewatch@sensus.ch

or:

Vladi Barrosa, Barrosa Communication AG, Zurich

Tel +41 43 521 85 00 | Mobil: +41 79 430 77 61 | Fax +41 43 521 85 01 | ladi.barrosa@barrosa.ch

About LifeWatch AG:

LifeWatch AG, headquartered in Neuhausen am Rheinfall, Switzerland and listed on SIX Swiss Exchange (LIFE), is the leading healthcare technology and solutions company, specializing in advanced telemedicine systems and wireless remote patient monitoring services. LifeWatch provides services to high-risk and chronically ill patients, health conscious consumers and wellness programs. LifeWatch has subsidiaries in the United States, the Netherlands, Japan, the United Kingdom, Switzerland and Israel. LifeWatch AG is the parent company of LifeWatch Services, Inc., a leading US-based wireless remote telemedicine provider. LifeWatch services include Home Sleep Testing for Obstructive Sleep Apnea patients under the brand name NiteWatch. For additional information, please visit www.lifewatch.com.

About Tracker.com:

Tracker.com develops and markets innovative global functioning Internet tracking solutions using GPS and GPRS technology. Solutions developed by Tracker.com are suitable for numerous applications and are characterized by an intuitive and easy operation. The main application areas of the Tracker.com solutions are logistics and objects as well as the localization of humans and animals and applications for sport. Our solutions are continually developed and comply with the latest technology standards. A free Tracker.com iPhone and Android App is also available. Tracker.ch AG is a member of the Solution.ch group and was founded in May 2010. CEO of tracker.ch AG is Guido Honegger.

This press release includes forward-looking statements. All statements other than statements of historical facts contained in this press release, including statements regarding future results of operations and financial position, business strategy and plans and objectives for future operations, are forward-looking statements. The words “believe,” “may,” “will,” “estimate,” “continue,” “anticipate,” “intend,” “expect” and similar expressions are intended to identify forward-looking statements. LifeWatch AG has based these forward-looking statements largely on current expectations and projections about future events and financial trends that it

believes may affect the financial condition, results of operations, business strategy, short term and long term business operations and objectives, and financial needs. These forward-looking statements are subject to a number of risks, uncertainties and assumptions. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances described may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. All forward-looking statements are based only on data available to LifeWatch AG at the time of the issue of this press release. LifeWatch AG does not undertake any obligation to update any forward-looking statements contained in this press release as a result of new information, future events or otherwise.

THIS PRESS RELEASE IS NOT BEING ISSUED IN THE UNITED STATES OF AMERICA AND SHOULD NOT BE DISTRIBUTED TO UNITED STATES PERSONS OR PUBLICATIONS WITH A GENERAL CIRCULATION IN THE UNITED STATES. THIS PRESS RELEASE DOES NOT CONSTITUTE AN OFFER OF SECURITIES OF LIFEWATCH AG OR ANY OF ITS SUBSIDIARIES FOR SALE IN THE UNITED STATES OR AN INVITATION TO SUBSCRIBE FOR OR PURCHASE ANY SECURITIES OF LIFEWATCH OR ITS SUBSIDIARIES IN THE UNITED STATES. IN ADDITION, THE SECURITIES OF LIFEWATCH AG AND ITS SUBSIDIARIES HAVE NOT BEEN REGISTERED UNDER THE UNITED STATES SECURITIES LAWS AND MAY NOT BE OFFERED, SOLD OR DELIVERED WITHIN THE UNITED STATES OR TO U.S. PERSONS ABSENT REGISTRATION UNDER OR AN APPLICABLE EXEMPTION FROM THE REGISTRATION REQUIREMENTS OF THE UNITED STATES SECURITIES LAWS. ANY PUBLIC OFFERING OF SECURITIES TO BE MADE IN THE UNITED STATES WILL BE MADE BY MEANS OF A PROSPECTUS THAT MAY BE OBTAINED FROM LIFEWATCH AG OR ITS SUBSIDIARIES, AS APPLICABLE, AND WILL CONTAIN DETAILED INFORMATION ABOUT THE ISSUER AND ITS MANAGEMENT AS WELL AS FINANCIAL STATEMENTS OF THE ISSUER.