



Press Release

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LifeWatch Opens Third Call Center in the USA

Neuhausen am Rheinfall/Switzerland and San Francisco/California – LifeWatch AG (SIX Swiss Exchange: LIFE), the leading provider of wireless telemedicine, today announced the opening of its third call center in the USA. With the addition of a call center in San Francisco, California, LifeWatch acknowledges the growing importance of the West Coast as a significant growth area for the company as it expands its business base and operations.

At the end of February 2011, LifeWatch will add a third call center in San Francisco, California, to the existing centers in Philadelphia, Pennsylvania, and Rosemont, Illinois. Once fully staffed, 50-60 employees will work under the guidance of an experienced and distinguished cardiologist in this facility. LifeWatch will add its Home Sleep Testing product “NiteWatch” to this call center shortly.

In a further acknowledgement of the strategic importance of the West Coast to its growth, LifeWatch noted that California alone has more than 3,000 practicing cardiologists and LifeWatch already has contracts with 113 insurance companies active in the Californian healthcare market.

The call center’s IT infrastructure in San Francisco is fully redundant to ones in Philadelphia and Rosemont. In case of crises or catastrophes, call center services can immediately be transferred from or to the Midwestern or East Cost centers.

“We are very proud of this step. Our success on the West Coast called for the creation of a new call center in San Francisco to be closer to our patients, physicians and business partners,” said Yacov Geva, LifeWatch President and CEO. “The regional presence on the West Coast offers them all full access to services provided within their own respective time zones and allows us to strengthen our market position.”

LifeWatch is accredited from the Joint Commission on Accreditation of Healthcare Organizations (The Joint Commission) under the program classification of “Ambulatory Health Care Programs.” LifeWatch is one of only a few independent diagnostic testing facilities worldwide that have received this Gold Seal of Approval™.

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Sign-up for customized E-mail alerts and documentation requests is available at <http://production.investis.com/lifewatch/alert-service/>

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 and www.nitewatchservices.com.

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.

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