

POCARED Diagnostics Ltd, appoints Mr. Edward J. Ludwig to its Board of Directors

Rehovot, Israel, Aug 06, 2013 - POCARED Diagnostics Ltd, an Israeli-based Diagnostics technology manufacturer, appoints Mr. Edward J. Ludwig to its Board of Directors.

Mr. Ludwig is former Chairman of the Board, President and Chief Executive Officer of BD (Becton, Dickinson and Company) (NYSE:BDX), a global medical technology company headquartered in Franklin Lakes, New Jersey. Mr. Ludwig joined BD in 1979. He served as CFO from 1995 to 1999. Named President in May 1999 and Chief Executive Officer in January 2000, Mr. Ludwig was elected Chairman in February 2002. He served as Chief Executive Officer through September 2011 and Chairman through June 2012.

"I look forward to joining the POCARED Board and helping the team to achieve exciting breakthroughs in the rapid accurate diagnosis of infections," commented Mr. Ludwig, "Timely, accurate diagnostics are essential to achieving better healthcare."

"Mr. Ludwig's capabilities and experience are ideal additions to POCARED's™ leadership team as we prepare for our commercialization phase" said Jonathan Gurfinkel, Founder, President and CEO, POCARED Diagnostics. "On behalf of the entire Company, I welcome Mr. Ludwig to the POCARED™ family and I look forward to his contributions to our company's success and growth".

Prior to joining BD, Mr. Ludwig served as a senior auditor with Coopers and Lybrand (now Pricewaterhouse Coopers), where he earned a CPA certificate, and as a financial and strategic analyst at Kidde, Inc.

Mr. Ludwig served as a member of the Board of Trustees of the College of the Holy Cross (2005-2013) and serves on the Columbia Business School Board of Overseers. He is the Vice Chairman of the Hackensack University Medical Center Network Board of Trustees. Mr. Ludwig is a member of the Board of Directors of Project HOPE, which is dedicated to providing lasting solutions to health crises, with the mission of helping people to help themselves. In the corporate arena, Mr. Ludwig serves as Lead Director on Aetna's Board of Directors and chairs the Board's Finance Committee. He is also a member of the Board of Directors of Xylem, Inc., a leading global water technology provider that launched in 2011 from the spinoff of the water-related businesses of ITT Corporation.

Mr. Ludwig is a Board Member of The Center for Higher Ambition Leadership which is dedicated to studying, documenting and advancing the principals of Higher Ambition Leadership which drive the most successful enterprises in terms of longer term shared value creation.

Mr. Ludwig is a former Chairman of the Board of Directors of AdvaMed, the world's largest medical technology association, and a past Chair of the Health Advisory Board for the Johns Hopkins Bloomberg School of Public Health. Mr. Ludwig graduated from The College of the Holy Cross with a B.A. in Economics and Accounting and received his M.B.A. in Finance from Columbia University.

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About POCARED Diagnostics

POCARED Diagnostics™ is an in-vitro diagnostics company developing the next generation microbiology platform. POCARED™ is revolutionizing infectious disease diagnosis and practice with CULTURE-FREE Microbiology™. POCARED's™ P-1000™ platform is fully automated, reagent free, real time and easy to operate. Providing multi-source, detection, quantification and species identification results for bacteria and yeast in few minutes, directly from the specimen, POCARED™ saves several critical days in result reporting compared to current practice

For more information about POCARED Diagnostics, please email info@pocared.com

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