



MyGlucoHealth Diabetic Care Solution Receives Australian TGA Regulatory Approval

Entra Health Systems Establishes Australian Subsidiary to Extend Market Position Within The Asia Pacific

May 19, 2009 - San Diego, California & Sydney, Australia — Entra Health Systems, an international applied healthcare technology company received final approval from the Therapeutic Goods Administration (TGA), for their MyGlucoHealth diabetic care solution. TGA is Australia's regulatory agency, the counterpart of the U.S. FDA. Receipt of TGA approval ensures that MyGlucoHealth meets Australian standards of quality, safety, and efficacy.

The company also announced this week the establishment of Entra Health Systems Pty Ltd to manage regional sales, marketing, as well as customer support of MyGlucoHealth products. With headquarters in Sydney, New South Wales, Entra Health Systems Pty Ltd will manage the roll out of the MyGlucoHealth meter, the world's first integrated FDA cleared and CE certified Bluetooth®-enabled blood glucose meter in Australia, New Zealand, and the Asia Pacific.

"Our goal is to play a leadership role to make MyGlucoHealth the standard of diabetic care in Australia and the Asia Pacific," said Richard Strobridge, Chief Executive Officer of Entra Health Systems. "We are already building a customer base within the region, having a local presence is crucial to maintaining localized distribution and world-class customer care. Our new Australian subsidiary will directly manage all of those operations."

"We also want to acknowledge the extensive support we received from the Australian Trade Commission (Austrade) and the Department of State and Regional Development for New South Wales which streamlined the process of establishing our local presence," Strobridge added.



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