

July 2011

**Avia Health Informatics Plc
("Avia" or the "Company")**

UK & Ireland Sales team restructure

Avia (AIM: AVIA), the AIM-listed developer and provider of clinical decision support systems, is pleased to announce its wholly owned subsidiary Plain Healthcare's refocused and restructured sales team to address the UK and Ireland territories.

Sharon Creamer joined the group in March 2011 as Director of Sales UK & Ireland and brings a wealth of experience in directing and leading teams to sell "end to end" clinical software solutions in both Healthcare and Corporate sectors. Since joining Sharon has restructured the sales team to ensure maximum revenue growth

The new sales structure for the territory now consists of four Regional Sales Managers who address the National NHS, Independent Healthcare and Corporate sectors. They will be targeting both new and existing customers to sell the entire Odyssey suite to include the established products including Odyssey TeleAssess and Odyssey FaceToFace as well as our new mobile products such as Odyssey MarineAssess and Odyssey SelfAssess.

In addition, Craig Verster has Joined Plain Healthcare as Business Development Manager reporting to Sharon. Craig will leverage strategic alliances and partnerships and be taking new products to market in both the Healthcare and Corporate environments across the UK and Ireland; this will include the new Absence Management solution and new PathFinderRF referral facilitation product. Craig has some twenty years' experience in developing strategic client and partner relationships.

Barry Giddings, Executive Chairman of Avia, commented:

"The recent developments within the UK & Ireland sales team will help the group ensure continued growth in this territory alongside our international sales efforts already on-going around the world."

Sharon Creamer, Director of Sales UK & Ireland, commented:

"I am very pleased to have joined such a dynamic organisation with such an established and successful product, but which also gives us great opportunities to break into new markets across the UK & Ireland with the growing range of variations now available in the Odyssey product range."

For more information on the Odyssey products please visit www.odyssey-cdss.com

##Ends##

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About Avia Health Informatics Plc

Avia is a developer and provider of clinical decision support systems. Its product range is used by clinicians and non-clinicians in various environments around the world to provide effective healthcare support, increasing the levels of patient care while delivering operational efficiencies. The delivery of Odyssey can be in a static or mobile environment from a PC, laptop, tablet or mobile device, with clinical content, training and services delivered via the web. PathFinderRF offers on-line referral facilitation to manage the quality of referrals.

Avia's partners provide market reach into geographies outside of the UK, including the United States and Australia.

The Odyssey range is built on a common medical content database which has been developed over the past 15 years. Odyssey is continually updated, tailored with question and answer sets and has a user interface adapted for the particular user groups and the environment in which it is used.

Environments include prisons, ships, call centres, GP out of hours, walk in centres, care homes, pharmacies and other clinical and non-clinical environments.

For more information on Avia please visit: www.ahi-plc.com and the Odyssey product range: www.odyssey-cdss.com