

19 April 2010**Avia Health Informatics Plc**

("Avia" or "the Company")

Appointment of US reseller

Highlights

- The Company's wholly owned subsidiary, Plain Healthcare Limited ("Plain"), has appointed LifeBot®, L.L.C. ("LifeBot®") as its first US reseller, this is part of Avia's strategy for entry into the US market
- LifeBot® founder Roger Lee Heath has over 37 years of experience in the US healthcare industry
- Entering into reseller partnerships is the most efficient way to rapidly build international sales of Plain's Odyssey clinical decision support software
- Development of further strategic partnerships globally is part of its International Partnership Programme

Avia (AIM: AVIA), the AIM-listed developer and provider of clinical decision support systems worldwide, announces that Plain has appointed LifeBot® as its first US reseller.

The appointment of LifeBot® forms part of Plain's strategy to enter the US market and its international marketing and sales efforts. It also represents the first appointment under Plain's recently launched worldwide reseller programme, which is part of Plain's International Partnership Programme.

Plain has appointed LifeBot® to resell Odyssey clinical decision support software into, the Emergency and Disaster Preparedness sectors (composed of Emergency Rooms or Departments, helicopter and ambulance transport companies, public safety related services, emergency call management centres or call operations of ambulance and/or air transport systems) within four US states.

LifeBot® has initiated the promotion of Plain's Odyssey products through newsletters and meetings with senior healthcare decision makers in its territory. LifeBot® will focus on raising awareness in Emergency Medicine of the potential savings of using the Odyssey products in teletriage. The Controller of the City of Philadelphia has produced a report which identifies that nurse teletriage could save the city \$2.5 million annually. LifeBot® has also launched a similar marketing programme relating to prisons following the production of a report by consultants to the State of California which projected savings of up to \$12 billion over the next decade through the use of teletriage and telemedicine

LifeBot®, which is based in Arizona, provides telemedicine and telehealth solutions and digital collaborative systems to eliminate disparate communications issues during emergencies with full interoperability. Its founder, Roger Lee Heath, has over 37 years experience in the US healthcare industry.

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Roger Lee Heath, Founder, LifeBot®, L.L.C. commented:

"I am optimistic that Odyssey can provide new levels of care and savings through the use of comprehensive teletriage software products to markets in North America. With the current trends in the US healthcare sector, I anticipate strong demand for products that are capable of generating significant savings for healthcare providers."

Plain is developing further strategic partnerships through its International Partnership Programme with resellers around the world, with the USA being one of its primary targets. The Board believe this is the most efficient way to rapidly build international sales of Odyssey products across new markets. In addition, to assist in the recruitment of a network of resellers, Plain is also actively seeking direct sales opportunities in global markets, in order to develop reference sites that can increase the speed of adoption of Odyssey products.

Chris Coyne, International Business Director, Plain Healthcare Limited commented:

"This new strategic partnership with LifeBot® is an excellent start to our programme of recruiting resellers that can provide local market experience in support of Odyssey sales. Roger Lee Heath is a proven innovator and leader within US Emergency markets and is already demonstrating an ability to take our products to senior level contacts in the sector."

Barry Giddings, Chairman, Avia Health Informatics Plc commented:

"We are delighted to have LifeBot® on board as our first US reseller, especially with Roger's wealth of experience, and we are confident this will lead to further global sales and partnerships."

For more information on Odyssey, visit www.plain.co.uk

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Notes to editors

Roger Lee Heath, founder of LifeBot®, is best known as the inventor of 'hands-free' non-invasive cardiac defibrillation and pacing 'Combo-Pads', or 'R2-Pads' electrodes, now a world-wide standard. In 1995, he was recommended by American Heart Association officials, and other peers, for the Lemelson MIT Prize, the highest prize awarded to inventors, and credited with making possible the modern AED (Automatic External Defibrillator) and related intermediate first responder programs.

Avia Health Informatics Plc, through its subsidiary, Plain Healthcare Limited, produces a range of clinical decision support products under the Odyssey brand:

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- **Odyssey TeleAssess** which supports telephone triage by nurses and the provision of up-to-date self-care advice; is also used to manage demand for clinical services in an efficient manner. Used by GP out of hours services, GP surgeries in-hours, ambulance trusts and the MoD.
- **Odyssey FaceToFace** is used by nurse-led clinics such as NHS Walk-in Centres, GP-led Health Centres, Polyclinics, primary care centres and practices staffed by varying nurse grades. It's also used in prisons.
- **Odyssey Reception** is utilised by non-clinical staff to prioritise patient queues and identify potential emergencies quickly and safely. It may be used by receptionists throughout primary care services.
- **Odyssey Gold** a state-of-the-art combination product comprising some or all Odyssey variants: Reception, TeleAssess and FaceToFace merged into one, seamless solution.
- **Odyssey eCover** allows health managers to commission health workers to work from home to provide emergency cover when needed. Securely held on N3 servers, its sophisticated security system allows access via domestic broadband.
- **Odyssey FirstAssess** is specifically for use in the Prison service and secure environments to help improve healthcare in these challenging environments.
- **Odyssey SelfAssess** is being developed to allow patients to self-assess their symptoms prior to consultation with clinical services Odyssey products interact with leading patient administration systems and other key systems used by the NHS.