

## **Isomark Selected To Present At Leading New Technology Venture Forums**

March 22, 2011: Madison, Wisconsin

Isomark LLC, a leader in the emerging field of breath diagnostics, has been honored by being selected to present its business plan to commercialize cutting edge technology to non-invasively detect severe infection in critically ill patients at two venture forums. Isomark will present at URES, the University Research and Entrepreneurship Symposium 2011, March 31st in Cambridge, MA. Isomark's technology is one of 30 breakthrough technologies developed at world-class research universities from across the country that will be presented to an audience of New England's top venture capitalists and entrepreneurs. Isomark also presented at the AUTM Venture Forum at the 2011 Annual Meeting of the Association of University Technology Managers, Las Vegas, NV on March 1st 2011 as one of only 4 selected. The Venture Forum allows academic-affiliated startup companies to present their business opportunity to a panel of seasoned venture investors.

"We are delighted to have these opportunities to showcase our business and technology to save lives and reduce costs of medical care in the ICU" said Mark Cook PhD, professor in the Animal Sciences Department at the University of Wisconsin-Madison and Isomark's Chairman of the Board. Added Cook, "Visibility of our business focus to the entrepreneurial community at such leading venture forums as URES and AUTM, will enhance our ability to commercialize our patent protected diagnostic systems based on ground breaking research at the University of Wisconsin".

About Isomark:

Isomark LLC is an early stage company developing a novel breath diagnostic for severe infection based on detecting changes in carbon isotope ratio in exhaled breath. Isomark's initial focus is earlier detection of sepsis which kills over 200,000 patients annually at a cost to the healthcare system of over \$16 billion. The technology, originally developed at the University of Wisconsin, is being exclusively licensed to Isomark through the Wisconsin Alumni Research Foundation (WARF).

For more information about Isomark contact Dave Kruse, COO at (608) 561-1895

[www.isomark.com](http://www.isomark.com)