



**FOR IMMEDIATE RELEASE**

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**TORONTO EMS VETERAN DAVE RALPH NAMED REPRESENTATIVE FOR ATRUS' AED LINK™**

Boca Raton, FL - January 5, 2012— Atrus, Inc. creators of the innovative AED Link™ system and the National AED Registry™, announces that Toronto EMS veteran Dave Ralph has joined the company as its representative for Canada.

Atrus' products and services improve the ability of 9-1-1 dispatchers to provide faster lifesaving automated external defibrillator (AED) response within a community by automatically notifying 9-1-1 centers of nearby AED location information from its National AED Registry™. It is designed to substantially increase the coverage range of public access AEDs. AED Link™ and has been a part of the Regina Qu'Appelle Health Region (RQHR) since 2007 and last week the Company announced a partnership with the Town of Palm Beach, FL.

Mr. Ralph has been involved in Public Safety and 9-1-1 Communications for the past 37 years, starting in 1974 when he joined the City of Toronto Police Service serving as a Communications Operator and Senior Communications Operator. He joined Toronto Emergency Medical Services (EMS) in 1981 as an EMD (Emergency Medical Dispatcher), became a Senior EMD in 1991 and System Control Supervisor in 1995.

In 2007, after serving 7 years as the Commander of EMS Communications Education and Quality Improvement, Dave took on the role of Commander of Community Safeguard Services for Toronto EMS. Community Safeguard Services covers a wide range of areas including media relations and Toronto EMS' highly acclaimed Cardiac Safe City program which trains hundreds of people each year in AED use, First-Aid and CPR.

In late 2010, Dave was assigned to the Program Development and Service Quality unit while continuing his role with Media and Communications, the Toronto EMS Medical Venturer youth program (Scouts Canada) and the divisions Partnership Development Initiatives.

Dave is a member in good standing of the International Academy of Emergency Dispatch and a charter member and past president of APCO (Association of Public Safety Communications Officials) Canada where he served as a board member for 5 years. He co-chaired the APCO Canada/NENA Ontario 2006 conference held in Toronto and has spoken internationally on topics of interest to public safety and emergency communications. Throughout his career, Dave has served as a computer aided dispatch training instructor for many fire service communications staff throughout Canada.

In making the announcement, Atrus' CEO/President Elliot Fisch said, "We are extremely proud that Dave has chosen to represent us in Canada. His vast knowledge of the inner workings of 9-1-1 systems and the importance of rapidly locating AEDs during a cardiac arrest emergencies make him an invaluable member of our team."

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About Atrus, Inc.

Atrus' products and services improve the ability of 911 dispatchers to provide faster lifesaving automated external defibrillator (AED) response within a community. Atrus' AED Link™ software notifies 911 centers of nearby AED location information from its National AED Registry™ to substantially increase the coverage range of public access AEDs. To learn more, go to [www.atrusinc.com](http://www.atrusinc.com).