
CHROMEDX ENGAGES WITTEVEEN AS EUROPEAN BUSINESS DEVELOPMENT ADVISOR

October 15, 2014 – ChroMedX Corp. (the “**Company**”) (CSE: CHX) is pleased to announce the engagement of European based Business Development Consultant Marco Witteveen to assist the Company in the international commercialization of its innovative point of care and in-vitro diagnostics technologies.

Marco Witteveen received his B.A.Sc. in International Business and M.A.Sc degree in Strategic Sales Management in Utrecht, the Netherlands. He has over 20 years experience in the healthcare industry beginning with Synthes/Sulzer, a Swiss orthopedic and traumatology implant company, in the Netherlands where he held positions in Sales Management. As a National Sales Director at Abbott Laboratories he was responsible for both the Hospital -and the Medical Nutrition Division and lead the Sales and Marketing Excellence project to drive efficiency and effectiveness in the organization. For the last 9 years he held Global Executive Sales -and Marketing positions at Alere Health Inc., the global leader in rapid Point of Care diagnostics, where he worked on new market development, product commercialization, strategic planning and cross-functional leadership in Sales, Marketing, Clinical, Regulatory, Finance and R&D.

Mr. Witteveen will assist the Company by pursuing development/commercialization opportunities for the Company’s blood analysis technologies in the European market by forging strategic relationships with global healthcare industry leaders and distributors.

”We are very pleased to have Mr. Witteveen join the ChroMedX team. His in-depth knowledge of the Point of Care industry and particularly the European landscape will be a great addition to our commercialization efforts. We look forward to utilizing Mr. Witteveen’s experience and network to allow us to aggressively expand our operations in the global marketplace”, said Dr. Wayne Maddever ChroMedX CEO

ChroMedX on Video

Dr. Wayne Maddever discusses ChroMedX’s patented HemoPalm Blood Analysis Technology

https://www.youtube.com/watch?v=izm4G_ktA4c

About ChroMedX Corp.

ChroMedX Corp. is a medical technology company focused on the development of novel medical devices for in vitro diagnostics and point-of-care testing. The devices are protected by the Company’s issued US and pending international patents, dealing with blood collection, analysis and plasma/serum processing.

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The logo for ChroMedX features the word "ChroMedX" in a sans-serif font. "Chro" is in green, "Med" is in blue, and "X" is in green. A thick green horizontal line is positioned below the text.

CSE:CHX – OTC: MNLIF

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