

27 March 2009

## **ASX Announcement**

### **IMI forms Intelliheart partnership with Pulse Pharmacy Group**

IM Medical in partnership of the Pulse Pharmacy Group is set to launch the Intelliheart Test for Cardiovascular disease through more than 50 Pulse pharmacies located across Victoria. The Pulse Pharmacy Group currently operates more than 70 pharmacies nationally.

The launch will take place during National Heart week from 4<sup>th</sup> – 8<sup>th</sup> May and will be supported by radio and press advertising and through the May RACV Members newsletter which is distributed to more than 1.5 million RACV members.

Rohan Aujard, a pharmacist and Chief Executive Officer of Pulse Pharmacy Group said “Intelliheart offers Pulse the opportunity to further extend our focus on preventative medicine and wellness programs and it enables us to provide a clearer picture of the improvement in the health of our customers who are enrolled in our Meditrim weight loss program.”

IM Medical was keen to partner with Pulse because of their focus on preventative medicine and the success it has shown with its Meditrim weight loss program and the fact that the Intelliheart test would provide a good synergy with that product.

The company believes that the relationship with Pulse will enable IM Medical to more effectively market the Intelliheart test to the general public as a tool in the fight against cardiovascular disease, Australia’s biggest killer.

Roman Najdecki  
Company Secretary