

13 May 2009

## **ASX ANNOUNCEMENT**

### **Intelliheart Retail Update**

Following the successful introduction of the pre-paid Intelliheart test through the Pulse Pharmacy Group in Victoria, IM Medical Limited (ASX:IMI) will partner the Healthwise Pharmacy Group in introducing the Intelliheart test into pharmacies in regional Victoria.

The trial will commence in four pharmacies in Warrnambool and Colac.

Innovative, progressive, competitive and prosperous - the HealthWise Pharmacy Group is a market leader in meeting the health and lifestyle needs of regional Victorians.

The Group now consists of 13 successful pharmacies throughout regional Australia, 11 within regional Victoria. IM Medical is pleased to be able to provide, through the Healthwise partnership, a superior, non-invasive cardiac risk assessment test to regional Victorians.

The initial launch of Intelliheart within the Pulse Pharmacy Group has been rolled out through their 55 Victorian pharmacies. Tasha Jennings, National Development Manager, Pulse Pharmacy Group said of Intelliheart, "The Intelliheart Retail Heart Check program is an exciting new venture for us and a great value add for our customers.

We are getting some good conversion of people coming in for the free blood pressure checks and wishing to purchase the Intelliheart test. The recent alliance with RACV has also resulted in many enquiries and sales of Intelliheart" Tasha said.

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