

April 3, 2015



## **CEO Gregory D. Cash of BioSig Technologies, Inc. to Be Interviewed Live on iHeart Radio/ Clear Channel Atlanta Studios - 640 WGST AM's "HealthTech Talk"**

**Live Interview to Air on April 4th 2015, Hosted by Ben Chodor, 3:00pm ET/12:00pm PT/2:00pm CT**

LOS ANGELES, CA -- (Marketwired) -- 04/03/15 -- BioSig Technologies, Inc. (OTCQB: BSGM), a medical device company that has developed a proprietary technology platform designed to greatly improve the rapidly growing \$3 billion electrophysiology (EP) marketplace, announced today that Chief Executive Officer (CEO), President, and Director Gregory D. Cash will be interviewed live on iHeart Radio's *HealthTech Talk* hosted by Ben Chodor and broadcasted nationwide on iHeart Radio/ Clear Channel Atlanta Studios - 640 WGST AM tomorrow, at 3:00pm ET. In this exclusive interview, Mr. Cash will discuss its product [PURE EP™ System](#) which EP is designed to improve outcomes of EP studies and cardiac catheter ablation, shorten procedure times and reduce recurrence rates. We encourage all shareholders, analysts, industry professionals and interested parties to tune in live. The details and link to iHeart Radio's live worldwide stream are below.

**Date:** April 4, 2015

**Start Time:** 3:00pm ET | 12:00pm PT | 2:00pm CT (U.S.)

**Network:** iHeart Radio/ Clear Channel

**Station:** 640 WGST AM

**Show:** HealthTech Talk

**Host:** Ben Chodor

**iHeart Radio Live Stream:** [CLICK HERE](#)

### ***About BioSig Technologies, Inc.***

BioSig Technologies, Inc. (BSGM) is a medical device company that has developed a proprietary technology platform designed to greatly improve the rapidly growing \$3 billion electrophysiology (EP) marketplace. Led by a proven management team and a veteran, independent Board of Directors, Los Angeles-based BioSig is preparing to commercialize its [PURE EP™ System](#).

PURE EP is designed to improve outcomes of EP studies and cardiac catheter ablation,

shorten procedure times and reduce recurrence rates. It is a surface electrocardiogram (ECG) and intracardiac multichannel recording and analysis system designed to assist electrophysiologists in making clinical decisions in real-time by acquiring and displaying high-fidelity cardiac signal recordings and provide guidance in identifying ablation targets -- areas of tissue to destroy that otherwise create a heart rhythm disturbance (arrhythmia). BioSig believes this information is not easily obtained, if at all, from any other EP equipment in the market today.

These ablation procedures treat [cardiac arrhythmias](#), which are broadly defined as a set of conditions in which the electrical activity of the heart is irregular, or faster or slower than normal. This type of heart disease afflicts 14.4 million Americans, or one in 18. Two of the most prevalent and deadly types of arrhythmias today are Atrial Fibrillation (AF) and Ventricular Tachycardia (VT).

### ***About CEO, President, and Director Gregory D. Cash***

Greg Cash is an experienced executive and a seasoned industry veteran. He has over 30 years of business experience and has been chief executive officer of several companies, both public and privately held, as well as run global business units of larger companies.

Prior to joining BioSig, Mr. Cash was President and CEO of Argent International, a life sciences consulting firm. Previous positions include President and Chief Executive Officer of NeuroTherm, Inc., President and Chief Executive Officer, as well as a director of HeartSine Technologies, Inc., President, Vascular Therapy and New Businesses for Sorin Group based in Milan, Italy, President and Chief Executive Officer and a director of Vasomedical, Inc. a NASDAQ traded public company, Corporate Vice President, Datascope Corporation, and President of its subsidiary, InterVascular, Inc., President and Chief Operating Officer of Eminent Technology Partners and Chief Executive Office of its subsidiary, Eminent Research Systems, Vice President and General Manager, Vascular Therapies, for U.S. Surgical Corporation and spent five years with Boston Scientific Corporation, ultimately as Vice President, Cardiology Sales and Marketing, Europe. He began his career at Medtronic, Inc., where he served 14 years in increasingly senior sales and marketing positions.

Mr. Cash has lived and worked as an expatriate in London, England, Hong Kong, Paris, France and Milan, Italy and speaks French, German and Italian. He holds a B.A. in International Marketing and Business Administration from the College of St. Thomas in St. Paul, Minnesota.

### ***About iHeart Radio/ Clear Channel***

Clear Channel's Media and Entertainment division has the largest reach of any radio or television outlet in America with 243 million monthly listeners. It serves 150 cities through 850 owned radio stations in the U.S., as well as more than 140 stations in New Zealand and Australia. For more Information Visit: [http://www.iheart.com/live/talk-radio-640-wgst-6066/?autoplay=true&pname=15153&campid=play\\_bar&cid=main.html](http://www.iheart.com/live/talk-radio-640-wgst-6066/?autoplay=true&pname=15153&campid=play_bar&cid=main.html).

### ***About Health Tech Talk Live***

Health Tech Talk Live broadcasts live weekly on iHeart Radio / Clear Channel nationwide from 640 WGST AM Atlanta, 3:00pm - 4:00pm EST every Saturday. Host Ben Chodor interviews the front-page emerging health tech innovators and titans about the latest in digital health technology, human ingenuity, bio-tech medical advancements and health tech capital market trends. Learn how the experts use risk management techniques and clinical

trials to build fully diversified portfolios and what it takes to put up big board earnings from making people healthier. It's a fast moving, high-energy show... shift your thinking and join us as we deliver "tomorrow's ideas today" on iHeart Radio and Clear Channel's *Health Tech Talk Live*. Visit iHeart Radio's [HealthTech Talk Radio Show](#) or visit [www.HealthTechTalk.com](http://www.HealthTechTalk.com).

If you're interested in being a guest on *Health Tech Talk Live* radio show, please contact 1800PublicRelations at [support@1800pr.com](mailto:support@1800pr.com) "ATTN: Health Tech Talk Guest Inquiry."

A [1800PublicRelations.com](http://1800PublicRelations.com) PR Event...

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Source: BioSig Technologies, Inc.