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BioSig Technologies Enters into Strategic Development Work with Health Research International

Minneapolis, MN, July 11, 2017 (GLOBE NEWSWIRE) -- BioSig Technologies, Inc. (OTCQB: BSGM), a medical device company developing a proprietary platform designed to address an unmet technology need within the \$4+ billion electrophysiology (EP) marketplace, today announced that the Company has engaged Health Research International (HRI) to compile essential market data and help perform strategic planning for its PURE EP(TM) platform technology. Project goals include understanding and presenting the clinical relevance of BioSig's technology, pricing strategies, and envisioning optimal applications of BioSig's platform technology beyond EP. In addition to benefitting from HRI's acknowledged research expertise, the Company will gain access to HRI's extensive network in the medical field. As such, this collaboration will provide further meaningful input regarding new products, technologies, and clinical applications, as the Company moves closer to the commercialization of the PURE EP System.

Health Research International is a "boutique" medical market research and business development firm with more than 30 years of experience addressing the needs of companies ranging from small start-ups to the largest medical device companies in the world. HRI's custom consulting services include comprehensive market analyses and forecasts, focus groups, end user surveys and interviews, regulatory and reimbursement analyses, competitive analyses of products and companies, pricing sensitivity studies and econometric market modeling.

According to Suzanne Ratzloff, President of Health Research International, "Our surveys and interviews have documented the challenges electrophysiologists face performing intricate catheter ablations for complex arrhythmias, and they suggest that BioSig's PURE EP System could represent a solution, both facilitating and expediting those procedures. Moreover, we believe the clarity afforded by BioSig's intelligent signal acquisition technology could prove invaluable and even enabling for the development of other clinically meaningful technologies, especially within the emerging field of bioelectronics. As such, we are delighted that BioSig is involving us in its investigation and documentation of these opportunities."

"We are very excited to work with Suzanne Ratzloff and her team at Health Research International during this pivotal point in our product development," stated Ken Londoner, Chairman and CEO of BioSig Technologies. "I have known Suzanne for many years and know the impact that this group has had on many established and emerging technologies."

HRI has been instrumental in supporting many companies' marketing efforts ensuring successful investor presentations and product launches. We are very much looking forward to this collaboration for our PURE EP System launch and for our future technologies."

About BioSig Technologies

BioSig Technologies is a medical device company developing a proprietary technology platform designed to improve the \$4+ billion electrophysiology (EP) marketplace (www.biosigtech.com). Led by a proven management team and a veteran, independent Board of Directors, Minneapolis-based BioSig Technologies is preparing to commercialize its PURE EP(TM) System. The technology has been developed to address an unmet need in a large and growing market.

The PURE EP System is a novel cardiac signal acquisition and display system which is engineered to assist electrophysiologists in clinical decision making during procedures to diagnose and treat patients with abnormal heart rates and rhythms. BioSig's main goal is to deliver technology to improve upon catheter ablation treatments for prevalent and deadly arrhythmias. BioSig has partnered with Minnetronix on technology development and is working toward FDA 510(k) clearance and CE Mark for the PURE EP System.

Forward-looking Statements

This press release contains "forward-looking statements." Such statements may be preceded by the words "intends," "may," "will," "plans," "expects," "anticipates," "projects," "predicts," "estimates," "aims," "believes," "hopes," "potential" or similar words. Forward-looking statements are not guarantees of future performance, are based on certain assumptions and are subject to various known and unknown risks and uncertainties, many of which are beyond the Company's control, and cannot be predicted or quantified and consequently, actual results may differ materially from those expressed or implied by such forward-looking statements. Such risks and uncertainties include, without limitation, risks and uncertainties associated with (i) our inability to manufacture our product candidates on a commercial scale on our own, or in collaboration with third parties; (ii) difficulties in obtaining financing on commercially reasonable terms; (iii) changes in the size and nature of our competition; (iv) loss of one or more key executives or scientists; and (v) difficulties in securing regulatory approval to market our product candidates.. More detailed information about the Company and the risk factors that may affect the realization of forward looking statements is set forth in the Company's filings with the Securities and Exchange Commission (SEC), including the Company's Annual Report on Form 10-K and its Quarterly Reports on Form 10-Q. Investors and security holders are urged to read these documents free of charge on the SEC's web site at <http://www.sec.gov>. The Company assumes no obligation to publicly update or revise its forward-looking statements as a result of new information, future events or otherwise.

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