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Cognivue Appoints Key Executive Leaders as They Position Themselves for Rapid Growth and Expansion

Cognivue is the First FDA-Cleared Computerized Test of Cognitive Function

ROCHESTER, N.Y., October 29, 2018 - In the latest expansion for the Victor-headquartered company, Cognivue, Inc., today announced the appointment of two key leaders. Joining the company are Dr. Reina Benabou, MD, PhD, as Senior Vice President and Chief Medical Officer and Whitney Parachek as Vice President of Sales. The significant growth in Cognivue's leadership team better positions the Tom Golisano-owned company as they expand awareness of their innovative computerized cognitive test.

"Making a difference in the lives of patients has always been one of our goals at Cognivue and now that Dr. Benabou and Ms. Parachek are on board, we have the resources to help more people than ever before," said Tom O'Neill, President and CEO of Cognivue. "The successes they've generated throughout their careers speaks volumes about their characters and capabilities. To have them as a part of the Cognivue team will have a tremendous impact on the company, physicians, and patients alike."

Dr. Benabou is an accomplished global clinical developer and medical affairs pharmaceutical executive. She began her pharmaceutical career at Schering Plough in 2003 and has held executive positions at Pfizer, Novartis, and AstraZeneca. She is a strategically-minded leader with a clear understanding of impactful evidence generation and value-added medical messages & platforms across US & global markets. Throughout her career, she has received several awards for her patient focused philosophy, cross-functional collaboration, high business impact, and exemplary leadership. Dr. Benabou has an MD from Sao Paulo, Brazil; received neurology training and research fellowships from McGill University; and earned a PhD in Neurological Sciences from the University of Montreal, Canada.

As Vice President of Sales, Whitney Parachek brings more than 20 years of experience leading and developing high performance teams in the healthcare and device sector. Prior to joining Cognivue, she was the Vice President of Sales for the Gynecologic Surgical Division of Hologic, where she was responsible for successfully leading more than 250 employees to double digit growth in a \$400 million business. She is a graduate from the College of Charleston where she earned a B.S. in Kinesiology.

These key leadership appointments were announced simultaneously with the launch of Cognivue's latest device, the Cognivue Advanced™. Cognivue Advanced™ is a risk assessment tool that helps doctors objectively, quantitatively and reliably diagnose changes in a person's thinking, reasoning, or memory and prescribe proper treatment and management options. Cognitive impairment has been associated with Alzheimer's, multiple sclerosis, migraine, sleep disorders, and other illnesses and health problems.

About Cognivue

Cognivue is a risk assessment test that was designed to identify changes in cognitive function that could be indicative of early dementia or Alzheimer's disease. It also establishes cognitive baselines and can track cognitive performance over time. This rapid and objective test is currently FDA cleared for individuals ages 55 – 95 and reimbursable by Medicare and most health insurance companies. For more information, call 585-203-1969 or visit cognivuesystems.com.

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