



## **PositiveID Corporation Adds Olympian Gary Hall, Jr. as Advisor to Expand Its Diabetes Initiatives**

### **Hall, Who Has Type-1 Diabetes, Will Assist the Company With Partnerships for Its Diabetes Projects**

DELRAY BEACH, Fla., Jan. 10, 2011 (GLOBE NEWSWIRE) -- PositiveID Corporation ("PositiveID") (Nasdaq:PSID), a leader in next generation patient monitoring and diagnostics, announced today that it has added Olympian Gary Hall, Jr. as an advisor to maximize the Company's diabetic initiatives. Hall, who has type-1 diabetes and is celebrity advocate for the Juvenile Diabetes Research Foundation (JDRF), has testified in front of Congress on current healthcare issues, campaigned for diabetes awareness, headed patient compliance efforts, patient outreach programming, education initiatives, and fundraising efforts for important diabetes research.

Internationally recognized for medaling in three Olympics, despite having diabetes, Gary Hall, Jr. is an active diabetes industry consultant with vast experience working in the healthcare industry. He is an international lecturer with a highly developed media presence and a key opinion leader on diabetes and its impact on society. A distinguished humanitarian award recipient for his outreach work achievement through national and international campaigns Gary has established vast networks in healthcare, the International Olympic movement, media, politics and industry.

Hall stated, "I am eager and excited to help PositiveID maximize the potential reach of their innovative diabetes management products. As a person living with diabetes and as an elite athlete, I know the importance of blood glucose management and awareness. The Company is taking the management of this devastating chronic illness to a new level, and together, I believe we can make important in-roads in diabetes care."

Scott R. Silverman, Chairman and CEO of PositiveID, said, "We believe the addition of Gary Hall, Jr., one of the world's most highly decorated and recognized Olympic athletes and a key opinion leader on diabetes issues, as an advisor for PositiveID will help us as we continue our development and prepare to bring diabetes management products to market, both from a business and a patient perspective. We will utilize Gary's extensive knowledge about this disease and the strong contacts he has in order to establish additional beneficial relationships in the diabetes market."

### **About PositiveID Corporation**

PositiveID Corporation develops and markets healthcare and information management products through its diagnostic devices and identification technologies, and its proprietary disease management tools. PositiveID's implantable healthcare devices and external hardware and software products are designed to communicate wirelessly to improve healthcare and the patient's quality of life. For more information on PositiveID, please visit [www.PositiveIDCorp.com](http://www.PositiveIDCorp.com).

The PositiveID Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=7717>

*Statements about PositiveID's future expectations, including Gary Hall Jr.'s ability to assist the Company with partnerships for its diabetes projects and maximize its diabetes initiatives, Hall's ability to maximize the potential reach of the Company's diabetes management products, the likelihood that together, the Company and Hall can make important in-roads in diabetes care, the likelihood that the addition of Hall as an advisor for the Company will help the Company as it continues its development and prepares to bring diabetes management products to market, the ability of the Company to utilize Hall's extensive knowledge about diabetes and the contacts he has in order to establish additional beneficial relationships in the diabetes market, and all other statements in this press release other than historical facts are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and as that term is defined in the Private Litigation Reform Act of 1995. Such forward-looking statements involve risks and uncertainties and are subject to change at any time, and PositiveID's actual results could differ materially from expected results. These risks and uncertainties include the Company's ability to successfully work with Hall and Hall's ability to assist the Company with partnerships for its diabetes projects and maximize its diabetes initiatives, the Company's ability to successfully commercialize its diabetes products, as well as certain other risks. Additional information about these and other factors that could affect the Company's business is set forth in the Company's various filings with the Securities and Exchange Commission, including those set forth in the Company's 10-K filed on March 19, 2010, and the Company's 10-Qs filed on May 6, 2010, August 13, 2010, and November 12, 2010, under the caption "Risk Factors." The Company undertakes no obligation to update or release any revisions to these forward-looking statements to reflect events or circumstances after the date of this statement or to reflect the occurrence of unanticipated events, except as required by law.*

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