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PositiveID's Subsidiary, ExcitePCR, Hires Thirty-Year Marketing Veteran, David L. Politis, as its Chief Marketing & Sales Officer

DELRAY BEACH, Fla., Aug. 24, 2017 (GLOBE NEWSWIRE) -- [PositiveID Corporation](#) (OTCQB:PSID), a life sciences company focused on detection and diagnostics, today announced that its subsidiary, ExcitePCR Corporation, has hired David L. Politis as its Chief Marketing & Sales Officer.

In his role as CMSO, Politis will direct and implement all marketing, sales and business development efforts for ExcitePCR as it prepares to bring to market its first commercially available portable realtime pathogen detection systems, solutions based upon automated sample preparation and realtime PCR (Polymerase Chain Reaction) methodologies.

"We are extremely pleased to find someone with David's depth and breadth of experience with both private and publicly held companies in helping them maximize their success in their industries, as well as on Wall Street," said Lyle Probst, founder, president and CEO of ExcitePCR.

During his 30-plus-year career, Politis has worked with a wide range of companies of varying sizes in both the technology and life science industries, most of which have been pre- or post-IPO firms. His specialty has been helping such companies to define and deploy their go-to-market strategies and programs, with an emphasis on driving market acceptance, sales growth, and increased shareholder valuations leading toward successful private fundraisings, public offerings and/or corporate acquisitions.

"The opportunity to become part of a world-class team that is bringing revolutionary, lifesaving technology to market is quite invigorating to me," Politis said. "I suspect we're going to attract a fair amount of attention around the globe before we're done, both from prospective clients and partners, and that sounds like an awful lot of fun to me."

For the past 16 months, Politis has been providing a variety of marketing services to companies on a consulting basis via his firm, The David Politis Company. From 2010 through early 2016, he served as Chief Marketing Officer for two Utah-based startups: Xi3 Corporation (from 2010—2015) and at MULTIVOICE (from 2015—2016). Previously, Politis ran two Utah-based Marketing / Public Relations / Investor Relations agencies: Politis Communications (from 1990—2010) and SOAR Communications (from 2004—2009).

Additionally, in the early part of his career, Politis served in various supervisory and account management positions for agencies in Salt Lake City, Seattle, and Palo Alto, California. A native of San Francisco, California, Politis graduated with a bachelor's degree in Mass Communications from Brigham Young University.

About PositiveID Corporation

PositiveID Corporation is a holding company focused on life sciences, diagnostics, mobile laboratories, and medical devices. PositiveID's [ExcitePCR](#) subsidiary is developing the FireflyDX family of pathogen detection systems, portable devices offering rapid sample-to-result detection in less than 30 minutes using real-time polymerase chain reaction chemistry. PositiveID's [E-N-G Mobile Systems](#)[™] subsidiary is a leader in the mobile technology vehicle market, with a focus on the laboratory market and homeland security. PositiveID's Thermomedics subsidiary markets the FDA-cleared Caregiver® non-contact thermometer for clinical use. For more information on PositiveID, please visit <http://www.psidcorp.com>, or connect with PositiveID on [Twitter](#), [Facebook](#) or [LinkedIn](#).

Statements about PositiveID's future expectations, including the likelihood that the team is bringing revolutionary, lifesaving technology to market; constitute "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, without limitation, the Company's ability to attract new customers and retain existing customers; the Company's ability to raise capital; as well as 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 31, 2017, and 10-Qs filed on August 14, 2017, May 15, 2017, and November 18, 2016, 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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