

Craig S. Russell Joins Cogito Health as Senior Advisor

Charleston, MA – May 17, 2010 - Cogito Health, a pioneering provider of research, software and algorithms to extract meaning from speech behavior, announces today that Craig S. Russell has joined as a Senior Advisor to the company. Russell's distinguished private sector success and extensive experience in healthcare while maximizing shareholder value will prove especially useful in strengthening Cogito Health's strategy execution.

Prior to joining Cogito Health Craig served as Health Dialog's Senior Vice President of Strategic Initiatives for six years. In this role, he was responsible for a broad range of market facing activities including product management and market strategy, B2B alliances, competitive intelligence, revenue development and consultant relations.

Craig has over 27 years experience in healthcare with a special emphasis on total population health, disease management and decision-support systems for consumers, providers and payers. Prior to joining Health Dialog, Craig served as Executive Vice President of SHPS, where he led healthcare strategy while managing a \$150 million marketing and business development enterprise. As President and Chief Executive Officer of CareWise, Inc., Craig led the company in its B2B growth, increased its membership from 3 million to over 9 million members, and managed the organization's successful acquisition by SHPS (a Welsh Carson, Anderson and Stowe company). Before joining CareWise, Inc., Craig was co-founder of Health Decisions International, a healthcare decision support company (acquired by WebMD), General Manager of The Travelers' Center for Corporate Health (now OPTUM), and he served as manager of health services and organizational development at Versatec, a Xerox Company. Craig began his career at Xerox Health Management Program in Rochester, NY as a result of a successful internship.

Craig holds a BS in Health Sciences from the University of Maine and graduate level training in Management and Organizational Development from the University of San Francisco.

About Cogito Health

Cogito Health offers comprehensive analysis tools to enable better health decisions in the areas of depression and engagement monitoring as well as optimization of telephone-intensive clinical and business processes. The company is privately held, with offices in Charlestown, Massachusetts. To learn more about Cogito Health, please visit www.cogitohealth.com.