



Biosign Receives Reimbursement Approval from NexgenRx

TORONTO, ONTARIO, Wednesday, March 17, 2010 – Biosign Technologies Inc. (**CNSX: BIO**) (the “Company” or “Biosign”) today announced it has received notification that NexgenRx (TSX-V:NXG) will include Biosign’s UFIT[®] device and services into their Benefits Plans for reimbursement according to regulatory clearances in the relevant jurisdiction.

Ronald C. Louks, President & CEO of NexgenRx, said: “We see diabetic plan members and their dependents migrating to this technology very quickly as they lessen their dependency on the current invasive monitoring devices. That alone is reason enough. However, when you factor in the fractionally lower cost associated with the Biosign monthly monitoring charges, compared to the cost of the consumable strips that plan sponsors are reimbursing through health plans, this becomes even more compelling.”

UFIT is Biosign's system for online delivery of health monitoring services to individuals. All services, including blood pressure and blood glucose testing, rely on digital representations of the pulse taken at the wrist through an inflatable cuff by a portable device connected to a computer. The noninvasive, multifunctional monitor brings an unprecedented blend of convenience and performance to self-testing in terms of quality, access, and cost.

John Anders SVP, Business Development at Biosign, stated: “The market strength of NexgenRx is derived from combining industry leading technology and clinical expertise to deliver better medical outcomes at lower costs. We are very pleased to see that NexgenRx is supportive of our offering as it fits perfectly into their customer value proposition.”

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About Biosign Technologies Inc.

Biosign provides biomedical systems. Key applications include intelligent systems for noninvasive monitoring of common health risks associated with blood pressure, glucose, medication. The core technology combines measurement, analysis, and rapid knowledge formation to support health monitoring across global markets. The UFIT[®] medical device technology powers quality data collection and analytics for clinical diagnostics, self-care, wellness, disease state evaluation & management, and remote patient monitoring. For more information on Biosign please visit <http://www.biosign.com>.

About NexgenRx

NexgenRx is a growing health benefits management company engaged in the design, management and administration of health benefit plans offered by employers and other plan sponsors for the benefit of their employees and plan members. More information on NexgenRx can be found at www.nexgenrx.com.

The CNSX has neither approved nor disapproved the contents of this press release.