



Press Release

Applied Technology Holdings Announces Board of Directors

Laguna Niguel, Calif., November 11th, 2009 – Applied Technology Holdings, Inc., today announced the 3 directors who will serve on the company's board of directors following the 2010 shareholders annual election of directors. The new board will be eligible for re-election at the company's November 2010 annual stockholders' meeting.

Jay A. Shears will remain as chairman of the board of directors as well as chief executive officer. He is a highly experienced multinational executive, having 30 years of successful experience as a hands-on Senior Executive covering a variety of consumer, B2B, & OEM product enterprises in the U.S., Europe, Canada, Latin America, and South Africa. Jay has lead teams from Epson, Sony, Samsung & others, from concept to market achieving company goals up to \$ 1.8 billion.

Dr. Jonathan Labovitz, who joined the Applied Technology board in 2009, is also the EVP Clinical Research and Chief Medical Officer: and a Podiatric physician at COO West Torrance Podiatrists Group, Inc. Other affiliations include: CEO West Torrance Physical Therapy, Inc.; Officer and committee member in national, state and local medical associations; scientific and general chair of medical conferences attended by over 1,000 health care providers; Consultant in marketing and strategic planning to medical device companies and chief medical officer of MVP Sports Technologies, Inc., and Applied Medical Group. Inc. Dr. Labovitz is also assistant professor at Western University of Health Sciences, College of Podiatric Medicine.

Lee Cusey has served on the Applied Technology board since January 2006. He is also Chief Operating Officer & President MVP Sports Technologies, Inc and has over 20 years of professional sports experience. His relevant touch points extend from serving as a pitcher for the Baltimore Orioles, and Oakland A's ball clubs, to a instructor for amateur and professional ball players. Lee has also been a sales executive with several Fortune 500 firms.

The new board will be focused on the protection of the company's new patent portfolio and the commercialization of the development platform, products, and organization infrastructure to support solution providers in growing market segments like: the remote collection of data for patient monitoring, physical rehabilitation and strength conditioning, gaming, military, and aviation.

About Applied Technology Holdings, Inc.

Applied Technology Holdings, Inc, founded in 2005, is a privately held hardware/technology manufacturer and services firm, with subsidiaries building solutions addressing specific customer wireless needs. More information is available at www.athbiomotion.com

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