



Vitalitix

A new way to age

Mr. Guri Stark, seasoned leader in the high tech industry, to Join Vitalitix Advisory Board

CEO of CorTechs Labs, a developer of innovative brain image analysis solutions, endorses Vitalitix's revolutionary technology for connecting seniors to their families and communities using Vitalitix Crowd Caring™ platform.

TEL AVIV, Israel, Aug 10, 2014 – [Vitalitix](#), an open technology solution which connects seniors to their families and caregivers with the support of their communities using Vitalitix social Crowd Caring™ platform, is pleased to announce that Mr. Guri Stark has agreed to serve on the company's advisory board. Vitalitix CEO Yoel Lavian commented, "We are honored to have Guri join our team in an advisory capacity. He brings a unique, diverse, and deeply entrepreneurial perspective that will further strengthen our products offering. We look forward to benefiting from the depth and breadth of his insights".

Upon joining the Vitalitix advisory board, Mr. Stark said, "I'm very excited to become a member of Vitalitix Advisory Board and to be part of the Crowd Caring revolution. I strongly believe Crowd Caring, enhanced with modern connected technology has the potential to revolutionize the way caring and support is provided to the ever growing senior's population".

Mr. Stark is the CEO of CorTechs Labs. He is a seasoned leader in the high tech industry, with over 35 years of experience in managing small and large companies delivering cloud, web, mobile and desktop software technologies.

As a member of the Vitalitix advisory board, Mr. Stark will be working directly with the company's management team to further refine the Vitalitix product roadmap and help with aggressive plans for expansion over the next 18 months. Mr. Guri Stark commented, "The overwhelming majority of senior's population prefers to 'age in place' but lack the technology to do so successfully. Vitalitix' Crowd Caring platform is the first to offer a simple, low cost and safe connection between seniors, their family and the community that surrounds them".

About Vitalitix

Vitalitix connects seniors to their families, caregivers and community Social Angels, using Crowd Caring™ - a Social Responsibility Platform - to enhance senior's safety well-being and quality of life. The Vitalitix solution couples connected device technology (watches, pendant, mobile devices etc.) with the power of crowd-sourced caring communities to deliver an advanced yet affordable ecosystem that addresses the desire of today's seniors for **aging in place**.

Vitalitix is based in Tel Aviv, Israel and San Diego, CA and is privately backed by early stage seed investors.

www.vitalitix.com

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