

Personal Emergency Response Company Formed by Industry Veterans

Critical Signal Technologies receives initial equity investment in a financing led by Dunrath Capital and including Concentric Equity Partners, Seneca Health Partners, HMA Capital, Thrall Investment (an affiliate of Duchossois Industries) and management.

Backing a proven management team with over 40 years of collective industry experience, a syndicate of Midwestern investment firms, led by Dunrath Capital, announced the launch and initial financing of Critical Signal Technologies, Inc., a provider of 24-hour personal emergency response (PERS) monitoring and related services to elderly or disabled individuals with medical and/or age-associated conditions. The size of the financing was not disclosed. In addition to Dunrath, Concentric Equity Partners, Seneca Health Partners, HMA Capital, Thrall Investment (an affiliate of Duchossois Industries) and management participated in the financing. The investor syndicate further committed to the long-term development and growth of the Company.

The capital will allow the company to complete the build-out of a technologically sophisticated central monitoring station, hire key personnel, and accelerate the execution of sales and marketing initiatives.

Critical Signal's subscribers will have uninterrupted access to immediate medical response through the use of a personal help button, which communicates with a two-way voice communications system located in the user's home. The unit will be connected to the Company's 24-hour central monitoring facility. The Company's technology platform also integrates with other monitoring and patient management technologies, including medication monitoring and remote video monitoring.

“The aging baby boomer population, strained healthcare infrastructure, and the Company's mission as care providers to foster an environment that allows loved ones to age with dignity are some of the key drivers creating a tremendous opportunity for the PERS and related services. Critical Signal Technologies is committed to our customers and the needs of independent living, aging in place and disease state management,” says Jeffery Prough, CEO of Critical Signal Technologies and an experienced alarm monitoring and PERS industry executive. “In addition, the investors epitomize what is often referred to as ‘value-added capital’ – from safety and security expertise to service-based organizations knowledge to healthcare industry aptitude, it's all covered.”

“The experienced and proven team, the Company’s focus on providing the highest standards of service, a state of the art central station, and a solid business strategy will propel Critical Signal Technologies,” stated Brian Gannon of Dunrath Capital. “The technology platform offers a safety solution today and can be expanded to include other services such as home security – it’s an incredibly scalable and flexible solution. At the end of the day, Critical Signal Technologies offers subscribers a truly valuable service – piece of mind that someone is always there.”

“Given our funds exclusive focus on building service companies, having a proven leadership team and an ability to build a scaleable technology infrastructure are critical to delivering excellent customer service,” noted Ken Hooten of Concentric Equity Partners. “Jeff and his team have done this before and their market reputation has and will continue to attract the best channel partners for Critical Signal Technologies.”

“We are thrilled to be working with an exceptional management team and a truly value-added investor syndicate,” says Tom Cox of Seneca Health Partners. “Critical Signal Technologies is poised to succeed in an under-penetrated market by positioning itself as a primary care management tool supporting the needs of subscribers, health care providers and payers alike.”

"Long-term care is undergoing dramatic reform to accommodate the needs of a vast population of aging Americans who value independence," stated Jay Rosen of HMA Capital. "These reforms will produce new models of care administered by specialized care management organizations. Such organizations will need to leverage technology that allows aging persons to be self-sufficient at home. Moreover, new financing systems for long-term care will place a premium on maintaining this population at home and avoiding the need for expensive institutional services. As a technology leader in the industry, Critical Signal Technologies will help make all this possible."

Dunrath Capital

Dunrath Capital (www.dunrath.com) is a research-based venture capital firm. Headquartered in Chicago, the Dunrath team has extensive operating and investment experience in the safety, security and defense sectors.

Concentric Equity Partners

Supported by direct investments from companies such as The ServiceMaster Company and over 40 individual operating executives from service related industries, Concentric Equity Partners (www.concentricequity.com) is a private equity firm focused on service and related businesses. ‘

Seneca Partners

Seneca Partners (www.senecapartners.com) is a merchant banking and venture capital firm with offices in Birmingham, MI, and Bannockburn, IL, that specializes in assisting entrepreneurs and business owners. Through its venture capital fund, Seneca Health Partners, Seneca provides growth capital to healthcare product, service, device and technology companies based in Middle America that have demonstrated commercial success.

HMA Capital

HMA Capital is affiliated with Health Management Associates, which is a leader in health care research and consulting. HMA is especially known for its work with: Medicaid, Medicare and other public programs; local, state and federal governments who develop and administer these programs; the providers and others who participate in these programs; and the foundations who evaluate the outcomes the programs achieve.