



Austin, TX – August 23 2016

Daniel (Dan) Isenberg joins Board of Directors of HyGleaCare, Inc.

AUSTIN, TX – August 23, 2016 – HyGleaCare, Inc. (www.hygieacare.com) today announced that Daniel (Dan) Isenberg has joined the Board of Directors of HyGleaCare Inc.



Daniel Isenberg was a fulltime faculty member at the Harvard Business School for 11 years, teaching entrepreneurship and organizational behavior. At present he is adjunct professor at Babson College and Columbia Business School, and an affiliate of the Harvard Kennedy School, where he teaches entrepreneurship, innovation and economic development.

A global expert in fostering entrepreneurship ecosystems, Dan has led entrepreneurship-driven economic development projects in Colombia, the US, the UK, Brazil, and other locations, work which has been recognized by the World Economic Forum, EU, G20 and for this work received the Pio Manzu Award, signed by Mikhail Gorbachev.

Dan lived for 22 years in Israel where he was an entrepreneur and venture capitalist, and was an advisor to Given Imaging and a director of Given Imaging Japan. He has also served as director of Magic Software Japan, Attunity (ATTY), and AviTx.

Dan is an active early stage investor in high growth potential technology startups, including in health care and life sciences.

Dan has a Ph.D. from Harvard University (1981) and is the author of dozens of professional articles, as well as *Worthless, Impossible and Stupid: How Contrarian Entrepreneurs Create and Capture Extraordinary Value* (Harvard, 2013).

"Dan brings to HyGleaCare extensive experience, deep knowledge relating to entrepreneurial challenges and especially methodologies to successfully scale up a business. The Board welcomes him warmly and we are all looking forward to benefit from his valuable insights and contribution as we continue to scale up." said Gavriel Meron, Chairman and Chief Executive Officer of HyGleaCare Inc.

"HyGleaCare has great potential to become a standard preparatory procedure for colonoscopy, and I am honored to become a director," said Dr. Dan Isenberg.



The first HyGleaCare Center, providing personalized prep for colonoscopy that is an easier and preferred bowel prep for colonoscopy, was opened in Austin, Texas in 2015, followed by Norfolk VA, Dallas TX and Gilbert AZ earlier in 2016. More information can be found on the website, www.hygieacare.com.

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About HyGleaCare, Inc. – Gavriel (Gabi) Meron, Chairman and CEO -- founder and former CEO of Given Imaging, the Company that successfully brought the PillCam to the world - partnered with Texas-based Lifestream Purification Systems to form HyGleaCare, Inc. to bring the HyGleaCare FDA-cleared Prep System and procedure exclusively to the GI world.

The goal of HyGleaCare is to provide unique services and solutions to gastroenterologists to deliver better GI outcomes for their patients and their practice through a chain of HyGleaCare Centers to be established in the US and throughout the world.

To date four HyGleaCare Centers have already been established – Austin TX in August 2015, and in 2016 - Dallas TX, Norfolk VA and Gilbert AZ. Additional Centers, in Jackson MS and Cincinnati OH are expected to open later in 2016. More than 2,000 patients have performed the procedure with 97% adequately prepped, with very high patient satisfaction - 95% of the patients responding with feedback have told us that they would again choose HyGleaCare prep over the alternative oral prep.

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