



Q30 EXPANDS TEAM FOR BRAND AND COMMUNICATIONS

FATHOM PARTNERS TO OPERATE AS THE COMPANY'S IN-HOUSE MARKETING TEAM

WESTPORT, CONN., JULY 2, 2018 – Q30 Innovations announces the addition of Peter Groome as its Chief Marketing Officer and Tres McCullough as its Chief Creative Officer effective immediately. The pair will serve as Q30's in-house marketing department as the company continues to build toward the Q-Collar's public launch in Canada this fall as well as for its planned market debut in the United States in 2019.

As co-founders and current leaders of Q30's marketing agency, Fathom Communications, Peter and Tres bring extensive experience and familiarity with the Q30 brand. "Continuing to grow and build our relationship with the Q30 team at this exciting juncture in their business was an opportunity we could not pass up," says Groome. "We believe the Q-Collar will transform sports and are excited to be working with the Q30 management team to help make their vision a reality."

Peter and Tres each bring over 20 years of brand and marketing experience to Q30. Prior to founding Fathom in 2001, Groome and McCullough worked for large multi-national advertising agencies including Ogilvy & Mather, Young & Rubicam, Publicis and DDB Worldwide.

"We're reaching the next stage in our long-term plan with the pending commercialization of the Q-Collar" says Q30's co-founder, Tom Hoey. "How we build our brand and market our product is now becoming increasingly important to us and adding Peter's and Tres' considerable experience and skills to our team will make a big difference."

ABOUT Q30

A global company based in Westport, Conn., Q30 Innovations, LLC, uses independent scientific research and innovative thinking to design products intended to reduce traumatic brain injury in athletes, soldiers, and industry workers. Products using Q30's technology have not yet received regulatory approval and are not available for purchase in the United States.

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