



## **IMMUNOTEC ANNOUNCES EXECUTIVE PROMOTIONS**

VAUDREUIL-DORION, QC, February 29, 2016 – Immunotec Inc. (TSXV: IMM), a direct-to-consumer company and a leader in the wellness industry (the “Company” or “Immunotec”), announced today three executive promotions. Ms. Mimi Cohen has been promoted to the position of Vice-President, Marketing, Mr. David Marshall has been promoted to the position of Vice-President, Sales, Canada, the U.S., the UK and the Dominican Republic and Mr. David Pelletier has been promoted to the position of Vice-President, Regulatory Affairs, Quality Control & Product Development.

Mimi Cohen was Director, Marketing and Product Development and has been with the Company since the Fall of 2015. Ms. Cohen has been instrumental in the development and launch of Immunotec’s new Elasense™ Skin Care product line. Prior to joining Immunotec, Ms. Cohen was Vice-President, Marketing and Visual Presentation at Reitmans Canada/Thyme Maternity. Ms. Cohen has extensive experience in marketing in a Direct Selling environment, having held marketing management functions at Avon Canada for 18 years. Ms. Cohen holds a Bachelor in Commerce, Marketing and International Business (with distinction) from McGill University.

David Marshall has throughout his career worked over 16 years with Immunotec. Mr. Marshall worked at Immunotec from 1997 to 2011 and in the last 5 years, held the position of Vice-President, Sales Administration. Mr. Marshall left Immunotec for a brief period and rejoined the Company in 2013 as Director, Sales Development Support. David Marshall’s experience includes expertise in Customer Service, Sales Administration and Support, Business Development and Event Management. Mr. Marshall holds a Bachelor of Arts, International Relations from Acadia University.

David Pelletier was Director, Regulatory Affairs and Quality Control at Immunotec and has been with the Company since 2001. Mr. Pelletier has been a key contributor in the development of Immunotec’s new products and product pipeline and his skills include regulatory affairs, R&D, clinical studies, quality control and quality assurance, production management and general management. Mr. Pelletier has been President of the Canadian Association of Natural Products since 2008 and he has been a member of the Health and Environment Committee of the Canada Direct Sellers Association since 2005. Mr. Pelletier holds a Bachelor in Biochemistry from the University of Sherbrooke.

The Company also announced today that Mr. Jean-Pierre Trottier, Vice-President, Business Development Canada and USA, is leaving Immunotec to pursue new opportunities. “On behalf of the Management team and employee colleagues, we thank JP for his contributions over the past 4 years and wish him much success in his future endeavors” said Charles L. Orr CEO of Immunotec Inc.

Continuing, Mr. Orr said “I believe that, in their new positions, Mimi Cohen, David Marshall and David Pelletier will continue to contribute to the success of our company.

These promotions are also a testament of the depth of talent within Immunotec's Management team."

**About Immunotec Inc.**

Immunotec is a Canadian-based Company that develops, manufactures, markets and sells research-driven nutritional products through direct-to consumer sales channels in Canada, the U.S., Mexico, Dominican Republic, United Kingdom and Ireland. The Company offers an extensive family of nutritional, skin care and wellness products targeting health, weight management, as well as energy and performance.

Please visit us at [www.immunotec.com](http://www.immunotec.com) for additional information.

The Company files its continuous disclosure documents inclusive of its year end results on the SEDAR database at [www.sedar.com](http://www.sedar.com) and on the Company's website at [www.immunotec.com](http://www.immunotec.com). The common shares of the Company are listed on the TSX Venture Exchange under the ticker symbol IMM. Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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