



FOR IMMEDIATE RELEASE

## **4,000 PEOPLE ATTEND IMMUNOTEC'S GRAND OPENING IN BOGOTÁ COLOMBIA**

VAUDREUIL-DORION, QC, October 17, 2018 – A Grand Opening event held at the Ágora Bogotá in the heart of Colombia's capital city attracted 4,000 enthusiastic attendees who came to experience the excitement and energy of the newly energized Immunotec, led by CEO Mauricio Domenzain. Attending the event as special guest was Meredith Berkich, President of North America and Europe. The Colombia launch marks Immunotec's second expansion into Latin America in 2018, following the company's entry into Guatemala just six months ago. Immunotec plans to continue the momentum with expansion into other Latin American markets planned for 2019.

Said Mr. Domenzain: "We're tremendously excited to bring the Immunotec opportunity to the people of Colombia, their legendary warmth, passion, and enthusiasm was on full display at our Ágora event. The entire Immunotec team and our field leaders are so proud to open up for business in Colombia; it's a market I've always believed was perfect for Immunotec and our flagship product, Immunocal. Now we are here, and I cannot wait to see the energy that lit up our launch event change lives across the country."

Mr. Domenzain led the private equity purchase of Immunotec that was completed in June of 2017 (the company had been publicly traded on Canada's TSX Venture Stock Exchange since 2007) and has made key changes to corporate leadership including the recent addition of seasoned industry executives Mario Leyva as Vice-President of Latin America and Director of Mexico, and Connie Galofre as Country Manager for Colombia.

Founded in 1996 with offices in Montreal, Mexico City, and Houston, Immunotec develops, manufactures, markets, and sells research-driven nutritional products through its fast-growing network of independent consultants in Canada, the Dominican Republic, Guatemala, Ireland, Mexico, the United Kingdom, and the United States.

**For further information:**

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