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Skyline Medical Appoints Stephen Zastrow as Senior Vice President of Sales

Company Strengthens Sales Team as Installations around U.S. Ramp Up

MINNEAPOLIS, Nov. 13, 2013 /PRNewswire/ -- [Skyline Medical Inc.](#) (OTCQB: SKLN) (the "Company"), formerly BioDrain Medical, producer of the FDA-approved STREAMWAY® System for automated, direct-to-drain surgical fluid disposal, today announced that Stephen Zastrow will be joining the Company as Senior Vice President of Sales.

As Skyline Medical continues to expand its presence nationally and establish its technology as the go-to fluid waste management system, Zastrow, who has nearly three decades of medical technology sales experience, will be responsible for developing and implementing a sales strategy for Skyline Medical. In this role, Zastrow will determine and manage staffing levels required to support sales and the Company's growth strategy, maximize the potential sales volume of all segments of the market and plan, direct, and set the strategic direction of the sales program to maximize profit. In 2014, Zastrow will also be focused on helping the Company with its plans for international expansion.

"Steve's significant experience in medical device sales will be critically important to the Company as we further establish ourselves as the premier choice for a fluid waste management system and as the orders continue to roll in," said Josh Kornberg, CEO of Skyline Medical. "We are anticipating a huge uptick in orders this quarter and in 2014 and we are confident that Steve will help us maximize these deals and successfully introduce our product into even larger installations throughout the U.S. and internationally. We are pleased to have such talent join our ever growing team."

Prior to joining Skyline Medical, Zastrow worked with several medical device companies, including serving as Vice President of Sales for Scanlan International, a cardiac surgery company. In this role he held a track record of double digit growth each year and managed a team of more than 75 sales team members and distributors. He also served as the Vice President of Sales at VMBC.

"In my nearly 30 years of medical device experience I have seen many game-changing technologies, but the STREAMWAY System is in a class of its own," said Zastrow. "This fluid waste management system will revolutionize healthcare worker safety as well as efficiency in hospitals, ORs and ASCs. I look forward to working with a technology and a talented team to help make the healthcare environment safer, greener and more effective."

Mr. Zastrow holds a Bachelor's of Science Degree from S.U.N.Y. College at Brockport.

About Skyline Medical Inc.

Skyline Medical Inc. produces a fully automated, patented, FDA cleared, surgical fluid disposal system that virtually eliminates operating room workers' exposure to blood, irrigation fluid and other potentially infectious fluids found in the surgical environment. Today's manual surgical fluid handling methods of hand-carrying filled surgical fluid canisters and emptying these canisters is an exposure risk and is not an optimal approach to the handling of surgical fluid waste. Skyline Medical's STREAMWAY System fully automates the collection, measurement and disposal of surgical fluids and is designed to result in: 1) reducing overhead costs to hospitals and surgical centers, 2) improving Occupational State and Health Association (OSHA) and other regulatory compliance agencies' safety concerns, and 3) streamlining the efficiency of the operating room (and thereby making surgeries more profitable).

Skyline Medical's STREAMWAY System is eco-friendly as it contributes to cleaning up the environment. Currently, approximately 50 million bloody, potentially disease infected canisters go to landfills annually in the United States. These tainted canisters can remain in landfills for years to come. With the installation of Skyline Medical's STREAMWAY System, the number of canisters can be significantly reduced. Skyline Medical Inc.'s STREAMWAY System is designed to make the operating room and our environment safer, cleaner, and better. Skyline Medical products are currently being represented by independent professional sales representatives that cater to the needs of hospitals and ambulatory surgical centers across the country. For additional information, please visit: www.skylinemedical.com.

Forward-looking Statements

Certain of the matters discussed in this announcement contain forward-looking statements that involve material risks to and uncertainties in the company's business that may cause actual results to differ materially from those anticipated by the statements made herein. Such risks and uncertainties include, among other things, inability to raise sufficient additional capital

to operate our business; approximately \$0.7 million in debts, liabilities and cash obligations that become due over the next twelve months; potential claims for past violations of shareholders' preemptive rights, the amount of which claims is impossible to estimate, as discussed in the Company's Form 10-Q for the quarter ended June 30, 2013; unexpected costs and operating deficits, and lower than expected sales and revenues, if any; adverse economic conditions; adverse results of any legal proceedings; the volatility of our operating results and financial condition; inability to attract or retain qualified senior management personnel, including sales and marketing personnel; our ability to establish and maintain the proprietary nature of our technology through the patent process, as well as our ability to possibly license from others patents and patent applications necessary to develop products; the Company's ability to implement its long range business plan for various applications of its technology; the Company's ability to enter into agreements with any necessary marketing and/or distribution partners; the impact of competition, the obtaining and maintenance of any necessary regulatory clearances applicable to applications of the Company's technology; and management of growth and other risks and uncertainties that may be detailed from time to time in the Company's reports filed with the Securities and Exchange Commission, which are available for review at www.sec.gov. This is not a solicitation to buy or sell securities and does not purport to be an analysis of the company's financial position. See the Company's most recent Annual Report on Form 10-K, as amended, and subsequent 8-K and other filings at www.sec.gov.

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