



**Medical Alarm Concepts™** introduces the *ONLY* fully-monitored medical alarm system that allows you to speak and listen directly through the pendant. MediPendant™ is designed to improve safety, mobility, and peace of mind for those at home.

**Plymouth Meeting, PA**– June 22, 2009 Medical Alarm Concepts™ (OTCBB:MDHI) announces its new, revolutionary personal medical emergency response program. The program features its **MediPendant™** hands-free communication device, along with its comprehensive **LifeSafety Monitoring™** service.

MediPendant™ and LifeSafety Monitoring™ will support a rapidly expanding population of individuals in home and long term care/independent living settings. Together, the two solutions are well-suited to address the care challenges of the aging, disabled, and chronically- ill population. Some of these challenges include falls, respiratory failure, medication issues, and a host of other emergencies facing those living at home.

#### **MediPendant™**

MediPendant™ is the world's first fully-monitored two-way voice speakerphone pendant for the PERS (*personal emergency response system*) industry. Medical Alarm Concepts™ has taken the proven PERS concept and enhanced it with new state-of-the-art technology. The MediPendant™ has some similarity to that of other PERS units on the market today in that all systems utilize a small pendant worn by the user. But, while all the other systems require the user to be close to the base of the unit in order to have a conversation with the attendant on the other end of the line, MediPendant™ has no such requirement. With the MediPendant™, the user can speak and listen directly through the pendant, and have a two-way conversation with an operator from virtually anywhere in and around their home. With over 600+ feet (line of sight) of range, the MediPendant™ enables the user to wander inside and outside their home with limited restrictions. No other PERS unit on the market today has this capability. It is a huge advancement for the PERS industry.

#### **LifeSafety Monitoring**

MediPendant™ was designed to be used as a call center monitoring device. The MediPendant™ is programmed to dial a pre-designated proprietary call center. The call center provides multilingual monitoring services for the user 24 hours a day, seven days a week. The operator can dispatch the needed authorities, such as police, fire, and medical personnel, as well as family, friends or designated contacts. LifeSafety Monitoring™ takes this one step further, by staffing the call center with licensed EMT (Emergency Medical Technician) operators. The call center provides monitoring services for the user 365 days a year. The call center can also maintain an updated list of medications and health information for all MediPendant™ users. This information is given to the dispatched authority if necessary.

#### **Industry Facts**

The PERS industry has been around for over 20 years, but the technology surrounding it has remained stagnant. Medical Alarm Concepts™ has changed that. We have developed a patented technology for *two-way voice communication through a pendant*. "It is this technology that that will revolutionize the PERS industry and create a new level of communication between an end user and the LifeSafety Call Center, said Howard Teicher, CEO of Medical Alarm Concepts™.

PERS has always proven to be an effective solution for people or loved ones who are living alone or left alone and have concerns about their health, mobility and well being. The PERS system is regularly recognized by doctors, nurses, social workers, as well as, organizations like AARP and the American Heart Association.

According to the U.S. Census Bureau, "in 2030, there will be over 72 million people over the age of 65. By 2050 this number is projected to reach 86.7 million". "Many of them will be living at home or an alternative home-type environment" said Steven Beeferman, Director of Home & Healthcare Services for Medical Alarm Concepts™. "MediPendant's™ ease of use, versatility, and portability make MediPendant™ a significant advancement in both the potential to save lives and reduce injury. MediPendant™ increases the ability of millions of people to remain in their homes for extended periods of time, with increased freedom and comfort." he added.

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**About Medical Alarm Concepts™**

Medical Alarm Concepts™ (OTCBB:MDHI) develops and manufactures innovative products and practical solutions for the personal emergency response system (PERS) and medical alert industry. With patented technology and state-of-the-art services, Medical Alarm Concepts™ is uniquely positioned to mobilize the right people, skills, and alliances to ensure success and client satisfaction. Our design and support philosophy emphasizes industry best practices, while focusing on improving people's lives through timely innovations. As a leader in personal communications technology, Medical Alarm Concepts™ integrates technologies and design into people-centric solutions. News from Medical Alarm Concepts™ is located at [www.medicalalarmconcepts.com](http://www.medicalalarmconcepts.com).

**About LifeSafety Monitoring™**

LifeSafety Monitoring™ (LSM) is a division of Rapid Response monitoring, which was formed in 1992, and currently serves over 400,000 electronic security subscribers throughout the United States. LSM is located in a 40,000 square foot facility in Syracuse, NY, and operates 24/7/365. The facility is a UL-approved monitoring center for personal emergency response monitoring, as well as specialized healthcare monitoring services. All LSM personnel undergo rigorous screening and drug testing procedures, and are trained as Emergency Medical Technicians (EMTs).

LSM also has the ability to provide healthcare-related services like medical reminders, daily wellness calls, and secured Internet accessible medical information. All of these services are available to first responders in the event of an emergency. LifeSafety Monitoring™ is the *exclusive* call center for the MediPendant™ medical alarm system. News from LifeSafety Monitoring™ can be found at [www.lifesafetymonitoring.com](http://www.lifesafetymonitoring.com).