



May 14, 2007

Dear Parents:

Preparing your child for camp can be an exciting and wonderful adventure. With the anticipation of making new friends, learning new things, enjoying campfires and being away from home, ensuring your child has the appropriate clothing and gear is extremely important. One item that should be on top of your preparation list is a medical ID. In times of an emergency, a medical ID bracelet, necklace or watch can speak when the wearer cannot.

Although a medical ID for a child with diabetes is important, convincing them to wear one can be challenging. Noting this trend, American Medical ID and the American Diabetes Association (ADA) are working together to launch the "Build-an-ID" program. Four (4) pilot programs are scheduled this summer in selected ADA Summer Camps throughout the US. This program is designed to educate campers on the importance of wearing a medical ID while actively involving them in the creation of it.

In conjunction with the "Build-an-ID" program, we are sponsoring a "Best ID" contest for all ADA Summer Camp attendees. To participate, submit a picture of your "Build-an-ID" medical ID online at www.IdentifyYourself.com/adacamp with the chance to win a \$1,000 scholarship. Only medical IDs created at one of the four ADA Summer Camps are valid entries for the "Best ID" contest. If you wish to purchase a secondary medical ID, American Medical ID is offering a 10 percent discount on your purchase with Promotion Code AD4 until September 30, 2007.

As one of the leading personalized medical ID jewelry manufacturers, American Medical ID takes great pride in advancing the awareness and benefits of wearing a medical ID. We appreciate the opportunity to educate your child on why a medical ID is important in their daily lives and in turn learn from them as well.

Should you have additional questions regarding this pilot program, feel free to contact Dirk Van Slyke, Vice President, Sales and Marketing for American Medical ID, at 512.391.4982 or 800.363.5985.

Best regards,

A handwritten signature in black ink that reads "Rick C. Russell".

Rick Russell
Founder and CEO
American Medical ID

Rick Bridges
ADA Camp & Youth
Project Team Share
American Diabetes Association