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FOR IMMEDIATE RELEASE

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American Medical ID Expands Operations

Medical Identification Manufacturer Hires and Promotes Key Marketing Personnel to Continue Pursuit of Medical ID Education

Houston, TX – American Medical ID is pleased to announce the expansion of their operations with the promotion of Liz Gabel to Director of Interactive Marketing and the appointment of Danielle Coleman as Product Manager. The expansion also includes four new hires in American Medical ID's satellite office in Austin.

"We are pleased to experience this growth within our company," said Rick Russell, President and CEO of American Medical ID. "American Medical ID is honored to continue to attract excellent talent who feel passionately about the need for those with chronic diseases or allergies to wear proper medical identification."

A Texas native, Gabel oversees all aspects of the American Medical ID Web site www.IdentifyYourself.com from her remote office outside of Harrisburg, PA including Web site sales, content and updates as well as monitors search engine optimization and Web site traffic. Gabel joined American Medical ID in 2000 after starting her career in the banking industry at Houston's Bank United.

Coleman is responsible for American Medical ID products in all phases including production, operations, sales and marketing. Before joining American Medical ID, Coleman had her own consulting firm DRC Consulting Services where she provided marketing services to small businesses. She began her career at Jostra Corporation (formerly Baxter Healthcare) in Irvine, CA and The Woodlands, TX.

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About American Medical ID

Since 1994, Houston-based American Medical ID has created high quality, customized medical identification jewelry to meet one's everyday lifestyle. The medical IDs are available with various styles of bracelets, necklaces and watches, in gold, gold-filled, sterling silver, stainless steel, rubber and nylon. Each ID is custom fitted and personalized with complementary engraving. Candidates for a medical ID include anyone living with chronic or rare medical conditions such as diabetes, asthma, heart conditions, stroke risk or memory impairment as well as persons with allergies such as food, drug or insect.

American Medical ID also provides a free Online Medical Registry (OMR), where participants can maintain an online personal health database of their medical conditions, emergency contact information, prescriptions, over-the-counter medications and personal and medical files such as living wills, donor cards, EKGs and CTs. This database can be accessed anytime through a secure online connection or a 24-hour emergency telephone line. The program also provides 24/7 unlimited access to a registered nurse, for emergencies or ongoing health questions. For more information about American Medical ID, visit www.IdentifyYourself.com.

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