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FOR IMMEDIATE RELEASE

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American Medical ID Launches Lynx Collection Titanium Line

Leading Medical ID Manufacturer Creates Ultra Light and Durable Medical Identification; Combines Tradition with Style

Houston, TX – American Medical ID today announced the availability of its reliable and high quality medical identification jewelry in titanium. The Lynx Collection features three styles of medical ID bracelets in the ultra-light, durable and hypoallergenic metal.

“American Medical ID continues to seek out fresh ideas and products in the quest to provide our customers with comfortable and stylish medical identification,” said Rick Russell, President and CEO of American Medical ID. “The Lynx Collection answers the demand for a strong yet lightweight medical ID that appeals to someone who does not typically wear jewelry or to those who lead very active lifestyles.”

American Medical ID creates customized medical identification jewelry for those living with chronic or rare medical conditions such as diabetes or a heart disease; persons with allergies such as food, drug or insect; or those taking multiple medications or blood thinners.

“Of paramount importance is that people with chronic conditions, allergies or taking multiple medications protect themselves and always wear a properly engraved medical ID,” said Russell. “American Medical ID is committed to always offering a robust line of medical identification jewelry to suit one’s everyday lifestyle.”

To create awareness and encourage the ownership and use of medical IDs, American Medical ID works with many well-known, national organizations including the American Diabetes Association, Costco, H-E-B, Publix and the American Heart Association’s Mended Hearts. American Medical ID accepts orders toll-free at (800) 363-5985 and via the Web site www.IdentifyYourself.com.

With the purchase of an item from the Lynx Collection, or any medical ID offered by American Medical ID, customers also receive a free Online Medical Registry. The Online Medical Registry is American Medical ID’s personal health record where participants can maintain a file 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 file 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.

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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, watches and sportbands, in gold, gold-filled, sterling silver, stainless steel, titanium and nylon. Each ID is custom fitted and personalized with complimentary 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; persons with allergies such as food, drug or insect; and those taking multiple medications or blood thinners.

For more information about American Medical ID, visit www.IdentifyYourself.com.

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