

### *Identify Yourself*

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## **The Mended Hearts, Inc., and American Medical ID Team Up to Offer Medical IDs to Heart Patients**

### ***Medical IDs Vital Tool for People with Heart Conditions to Communicate Essential Health Information in Emergency Situations***

HOUSTON – Feb. 14, 2006 – American Medical ID and The Mended Hearts, Inc. today announced a partnership to help people with heart conditions easily access Medical IDs and increase awareness of the importance of medical IDs for people with heart conditions. Through this affiliation American Medical ID will become a major sponsor of Mended Hearts, a national, non-profit organization, affiliated with The American Heart Association, providing support to heart patients, their families and caregivers.

American Medical ID, makers of customized, medical ID bracelets and necklaces, will offer its entire product line at a 10 percent discount to Mended Hearts members and patients and will contribute an additional 10 percent of the sales to Mended Hearts.

“This sponsorship is a win-win for Mended Hearts. We’re thrilled to participate in a program that helps our members and our organization at the same time,” said Margaret Elbert, of Floral Park, N.Y., president of Mended Hearts. “Our relationship with American Medical ID truly adds value to being a Mended Hearts Member.”

Ray Jaudon, an employee of American Medical ID and Mended Hearts member,

believes strongly in both organizations. “Wearing a medical ID is especially important for anyone with any kind of heart condition. Not only will medical IDs inform emergency personnel about your condition, but they also help ensure that you get proper treatment quickly,” Jaudon said.

In February, Mended Hearts members will begin receiving specially designed order forms and will be able to place their orders via an exclusive Web site that ensures that their orders are automatically discounted and that their donations are properly credited. .

“We’re pleased to work with Mended Hearts. With 21,000 members nationwide, they provide a significant network of support to heart patients and their families,” said Rick Russell, president and CEO of American Medical ID. “Medical IDs are a potentially lifesaving device. The opportunity to provide them at a discount and contribute to Mended Hearts is a great opportunity to spread the word about the importance of medical IDs.”

### **About American Medical ID**

American Medical ID was founded in 1994 to meet the need for attractive, durable and affordable medical ID jewelry. Based in Houston, home to one of the world’s most advanced medical centers, American Medical ID creates, markets and manufactures a range of medical IDs, presented on various styles of bracelets and necklaces, in gold, sterling silver, stainless steel and nylon. Starting at \$21.95, each ID is personalized with free engraving. Customers are encouraged to engrave whatever medical information they’d want known in an emergency; typically, this includes medical

conditions, prescription medicines, food and drug allergies, and physician and emergency contact information.

In an emergency, when important decisions are made hurriedly, American Medical ID may be a patient's only voice to share lifesaving information with medical professionals. For more information, visit <http://www.IdentifyYourself.com>.

### **About Mended Hearts, Inc.**

Mended Hearts is a community-based, nationwide heart patient support group founded more than 50 years ago and affiliated with the American Heart Association. More than 21,000 members operate through 280 local chapters across the United States with two in Canada. Recognized for its role in facilitating a positive patient-care experience, Mended Hearts partners with 450 hospitals and rehabilitation clinics to offer heart patient services through visiting programs, support group meetings and educational forums. Its mission is “dedicated to inspiring hope in heart disease patients and their families.”

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