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**American Medical ID Launches Retail Pharmacy Affiliate Program
Turnkey Program Allows Retailers to Earn Commissions Without Need for
Inventory Purchase and Management**

HOUSTON – January 23, 2006 – American Medical ID, a leading provider of Medical ID jewelry, today announced the availability of a nationwide Pharmacy Affiliate Program, which enables pharmacies to offer high-quality, custom engraved and custom-fitted medical ID jewelry without the need to purchase or maintain inventory. The American Medical ID Pharmacy Affiliate program offers retailers and other qualifying organizations the opportunity to earn 20% on the sale of every medical ID they sell.

American Medical ID has been providing these lifesaving devices for more than a decade, primarily through physicians and nurse practitioners. However, often at the urging of their physician, patients look for medical IDs at the pharmacy, typically while filling a prescription. Pre-engraved medical ID steel tags are sometimes offered at pharmacies; however, these products lack the customization and style options most customers seek.

Due to the personalized nature of medical ID jewelry, these items are not conducive to traditional "off the shelf" marketing. The American Medical ID affiliate program gives the pharmacy the opportunity to serve and profit from customers who arrive at their store in search of an attractive and customized jewelry piece. At present, these are customers who leave the pharmacy with a need un-met.

Through the Pharmacy Affiliate Program, American Medical ID will pay the stores a commission on each sale, and stores are not required to purchase inventory or manage the fulfillment of products. Program participants receive uniquely coded order forms to display in the pharmacies and are also able to make IDs available to customers through their websites by linking to the American Medical ID site, where customers can build a custom necklace or bracelet. American Medical ID will track all sales generated from the stores, whether by mail, toll-free telephone or over the Internet. All customers receive the full array of American Medical ID services, including a lifetime warranty on all products, a free wallet card to display more detailed information, free engraving and access to an Online Medical Registry.

To ensure proper emergency treatment for patients who suffer from such conditions as diabetes, asthma, cardiac and stroke, as well as insect, drug or food allergies, many national health awareness organizations, such as the American Diabetes Association and the Centers for Disease Control and Prevention, recommend medical IDs. Medical IDs are also recommended for patients who take blood thinners, multiple medications or may be allergic to common medicines, such as penicillin.

Each year millions of Americans are admitted to hospitals, and crucial information about their condition is often not conveyed to emergency workers or hospital personnel. Many people incorrectly assume this information has already been communicated, or often victims are unconscious and unable to explain their medical condition.

Medical ID jewelry is vital in communicating this information as many symptoms can easily be misdiagnosed. About half of all medical errors happen because of mistakes made during admission or discharge.

“Producing quality products that fit an individual’s unique medical needs and personal style is critical to the success of a medical ID program,” said Rick Russell, founder and CEO of American Medical ID. “For a medical ID to be effective, it must be worn at all times. The best way to ensure that is to offer medical IDs people will want to wear all the time,” Russell said. American Medical ID produces bracelets and necklaces that range from sporty to luxury, depending on the wearer’s preference.

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>.

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