



FOR IMMEDIATE RELEASE

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## Universal Medical ID Launches in Canada

### *Medical Identification Jewelry Manufacturer Encourages Canadians Living with Chronic Health Conditions or Allergies to Protect Themselves; Wear Medical Identification*

**Toronto, August 14, 2007** – Universal Medical ID today announced that it has launched operations in Canada. The company provides high-quality customized medical identification jewelry and empowers those living with chronic conditions or allergies to take control of their health by wearing a medical ID.

Universal Medical ID offers a variety of medical identification jewelry designed to easily fit into anyone's daily lifestyle. The medical IDs are available in several styles of bracelets, necklaces, watches and sportbands, and offered in gold, gold-filled, sterling silver, stainless steel, titanium and nylon materials. Each ID is custom-fitted to the customer and personalized with complimentary engraving.

"In an emergency situation, a medical ID may be a person's only voice to share lifesaving information with medical professionals. However, medical identification jewelry is historically underutilized by the vast amount of Canadians affected by chronic conditions or allergies," said Rick Russell, founder and CEO of Universal Medical ID. "Universal Medical ID offers high-quality, affordable medical ID options that can save your life."

Universal Medical ID is the first line of defense in an emergency. In a recent Universal Medical ID survey with the National Association of EMS Educators, 95 percent of emergency responders said they look for a medical ID when assessing a patient. The survey also showed the impact medical IDs have on emergency responders—ensuring proper care, saving time and saving lives.

It is especially important for children to wear medical ID if they live with a chronic health problem. "If a child has an asthma attack or an allergic reaction away from their parent's supervision and an ambulance is called, a medical ID may be the only way that their condition can be communicated to emergency workers," says Dr. Marvin Gans, Associate Professor, Department of Paediatrics, University of Toronto. "Wearing a medical ID, like Universal Medical ID, can mean the difference in saving a child's life and parents can have confidence that their child is cared for when they cannot be there."

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.

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Universal Medical ID accepts orders via the Web site [www.IdentifyYourself.com](http://www.IdentifyYourself.com) and toll-free 1.800.616.3400. Universal Medical IDs start at \$26.00.

***About Universal Medical ID***

Since 1994, US-based Universal Medical ID has created high quality, customized medical identification jewelry to meet one's everyday lifestyle. Universal Medical ID empowers those living with chronic conditions or allergies to take control of their health by wearing a medical ID – the only reliable and simple way to effectively communicate one's needs during a medical emergency. 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. For more information about Universal Medical ID, visit [www.IdentifyYourself.com](http://www.IdentifyYourself.com).

Universal Medical ID also provides a free Online Medical Registry, where participants can maintain an online personal health 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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