



IDEAL LIFE® Introduces World's First Bluetooth-Enabled "Chair Scale" For Home Use

Consumer-Inspired Products for Remote Health Management Offer Easy, Cost-Effective Solutions for Today's Chronic Conditions

LAS VEGAS, Nevada (April 21, 2009) — IDEAL LIFE will launch the first affordable and practical Bluetooth-enabled "chair scale"* - designed for individuals who are too frail or obese to use conventional weighing scales - at the 2009 American Telemedicine Association (ATA) Annual Meeting, April 26-28, in Las Vegas, Nevada.

The chair scale, officially known as the IDEAL LIFE Body Manager Plus™, joins IDEAL LIFE's full line of FDA-approved products* for chronic conditions such as hypertension, congestive heart failure (CHF), asthma, diabetes, and chronic obstructive pulmonary disease (COPD). These products include the IDEAL LIFE Gluco-Manager™ (glucose meter), IDEAL LIFE BP-Manager™ (blood pressure monitor), IDEAL LIFE Body Manager™ (scale), and the IDEAL LIFE Pod™, which serves as a "wireless gateway" for the system's hardware devices.

"These products were inspired by the challenges my family faced trying to look after our elderly relatives," said Jason Goldberg, President of IDEAL LIFE. "We were determined to find a simple, inexpensive, and flexible way to communicate and manage health information, but it didn't exist. So we talked to other consumers to find out what they wanted. Then, we built it ourselves from the ground up."

IDEAL LIFE's innovative products stand out in several distinct ways because they are:

- Created by consumer products experts and based on research into consumers' wants and needs.
- Bluetooth-enabled, working with any mode of communication, including cell phones, telephone lines, and the Internet.
- Designed to wirelessly and automatically capture, store, and share important health information; no extra steps, no computer, no installation or training is required.
- Developed using an open technology platform allowing for complete customization of services and integration into existing information based systems.
- Available at a fraction of the cost of other systems.

In usage with thousands of patients, IDEAL LIFE's products have produced impressive results:

- 57 percent reduction in hospitalizations for CHF patients
- 99.5 percent adoption rate, due to affordability and ease of use
- Adjustment in medications for 50 percent of hypertension patients, resulting in improved health

In the words of Sheldon S. Zinberg, M.D., former chairman of CareMore Health Plan and one of IDEAL LIFE's first customers, "IDEAL LIFE is the first system that makes it cost-effective to monitor large groups of patients. With the IDEAL LIFE system, healthcare providers can follow a patient's progress on a day to day basis. This makes it possible to intervene before serious problems develop, not when the patient ends up back in the hospital or the emergency room."

“IDEAL LIFE is the most patient-friendly, cost-effective solution I have seen on the telehealth market,” said Bill Behnke, former shareholder and Chief Development Officer for WebVMC, a telehealth company purchased by Intel. “Finally, a company has entered this space with an affordable solution that works for everyone.”

Other new products* available for preview at the ATA Annual Meeting include the IDEAL LIFE SpO2 Manager™ (pulse oximeter for COPD), the IDEAL LIFE Breath Manager™ (peak flow meter for asthma patients), and the IDEAL LIFE Step Manager™ (pedometer for weight management).

(*Patented with patents pending)

About IDEAL LIFE, Inc.

Based in Toronto, Canada, IDEAL LIFE is a multinational company that delivers timely and accurate health information through collaborative solutions that are secure, reliable, and mobile. The FDA-approved products are wireless, easy-to-use and available for a fraction of the cost of competing products, requiring no extra cables, a computer, or extra steps. With an open technology platform that supports customization and seamlessly integrates with existing information based systems, IDEAL LIFE eliminates the need for new software or data reconfiguration. Products are designed for individuals with chronic conditions such as congestive heart failure, hypertension, diabetes, asthma, and obesity. For more information, visit www.ideallifeonline.com.

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