



For Immediate Release

**IDEAL LIFE Inc partners with Shandong bio-tech firm Novatech  
to launch Remote Healthcare Monitoring System in China**

*100,000 Patients will benefit during phase one  
making it a largest such initiative in the World*

(Hong Kong – November 26, 2010) IDEAL LIFE Hong Kong, a subsidiary and exclusive licensee of IDEAL LIFE Inc., today entered into an agreement with Shandong Novatech Biopharmaceutical (“Novatech”), bringing remote healthcare monitoring services to chronic disease patients in Mainland China, making it the largest remote health monitoring initiative in China and the world.

“This landmark partnership enables IDEAL LIFE to providing scalable, affordable remote healthcare solutions to improve healthcare on a global basis,” said Mr. Harvey Goldberg, CEO and founder of IDEAL LIFE Inc., a multinational company that provides consumer-driven, wireless mobile health and wellness management systems.

“With easy-to-use, interactive kiosks and remote monitoring systems, people in remote villages, in community centres, and in large cities can automatically record vital healthcare information that is then instantly transmitted to their healthcare provider. This ongoing monitoring and real-time access to data by providers improves results, avoids hospitalizations and emergency room visits, and conserves scarce healthcare resources”, he said.

Mr. David Chu, Director of IDEAL LIFE Hong Kong said, “We are most delighted to work together with Novatech in introducing our ‘Remote Healthcare Monitoring System’ into the Mainland China Market. We believe this is a first step in expanding our products and services to other parts of China. “



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Mr. Chu continued, "The first kiosks will be installed in community hospitals in Shandong province. More than 100,000 patients will participate in the initial program, making this one the largest remote healthcare monitoring initiatives in the world. Groundbreaking for a National Distribution Centre is scheduled for February, 2011, to facilitate distribution throughout China."

Mr. Liu Zhengping, CEO of Novatech said, "IDEAL LIFE has the capability to bring hospitals, doctors and patients closer. The service makes monitoring individual's health at home possible and represents a big step in the healthcare industry in China.

"IDEAL LIFE products are hi-tech yet humanized. They are affordable, easy to use and accessible, and therefore should be welcomed by Chinese consumers. To both IDEAL LIFE and Novatech, the 'Remote Healthcare Monitoring System' is a very meaningful project that will bring favorable economic returns and will also contribute to the society at large", he said.

Mr. Zheng Yunfeng, President of Novatech said, "The China market has great potential. According to government statistics, there are 170 million hypertension patients, with a reported annual increase of 3 million people. There are 95 million diabetic patients and most are unable to effectively manage the disease. With cardiovascular patients numbering 165 million, this represents a potential market of some 400 million people. This coincides with the government directives in implementing national policies aimed at managing risk factors in an effort to counteract growing chronic disease."

Regarding market development strategy in China, Mr. Zheng said, "We will launch promotional activities tailored to each market segment. In the spring of 2011, a China National Operations Centre will be set up in Tai'an. Jinan will house the Information Technology Centre, while Beijing will become home to the National Sales Centre.



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Ms. Anna Del Duca, who is overseeing this rollout, and is assisted by Ms. Zhu Bing, notes a 2010 Chinese study which estimates projected annual cardiovascular events increasing more than 50% between 2010 and 2030, based on population aging and growth alone.

She continued, "IDEAL LIFE's complete end-to-end solution, coupled with Novatech's distribution channels will bring considerable tangible health benefits for all stakeholders."

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**About IDEAL LIFE**

IDEAL LIFE is a multinational company that delivers timely and accurate health information on demand, to any location, through collaborative solutions that are secure, reliable, and mobile – accessible through the major brands for cell phones, computers and other communication devices. The FDA-approved products are wireless, easy-to-use and available for a fraction of the cost of competing products. With an open technology platform that supports customization and seamlessly integrates with existing information-based systems including electronic medical records, IDEAL LIFE eliminates the need for new software or data reconfiguration. Healthcare providers have a window of communication opened across their entire care continuum that is secure, automated and available across any communication channel. IDEAL LIFE 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](http://www.ideallifeonline.com).



### **About Novatech**

Established in 2006, Shandong Navotech Biopharmaceutical (“Novatech”) is one of the largest drugs and medical equipment distributors and suppliers in Shandong Province, China. While the company owns and operates the largest medical product distribution network in Shandong, it has extensive coverage in major Chinese cities including Beijing, Shanghai, Henan, Guangdong, Jiangsu, Chongqing, Jiangxi, Liaoning, and Inner Mongolia. It trades with South America, Europe, India and Pakistan. Novatech is also a well-known manufacturer and exporter of DNA products, APIs & intermediates and special chemicals. In 2010, Novatech has over 1,000 employees. Through continuous standardization and scientific processes, Novatech is committed to be the number one brand in healthcare R&D and promotion in China.

Issued by Choice Communication International Limited  
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For further information, please contact Choice Communication:

Anthony Yu     tel: 852-2522-1133 / 852-9388-0188     email: [anthony.yu@choice-pr.com](mailto:anthony.yu@choice-pr.com)  
Isabel Wong     tel: 852-2522-1133 / 852-9161-0019     email: [isabel.wong@choice-pr.com](mailto:isabel.wong@choice-pr.com)



Photo 1(A&B)

IDEAL LIFE Hong Kong today entered into an agreement with Shandong Novatech Biopharmaceutical to bring remote healthcare monitoring services to chronic disease patients in Mainland China, making it the largest remote healthcare monitoring initiative in the world. (Front row from left)

- Mr. Harvey Goldberg, CEO and founder, IDEAL LIFE Inc.;
- Mr. David Chu, Director, IDEAL LIFE Hong Kong;
- Mr. Liu Zhengping, CEO, Novatech Biopharmaceutical;
- Mr. Zheng Yunfeng, President, Novatech Biopharmaceutical.





Photo 1(A&B)

The signing ceremony was witnessed by Ms. Shalini Anand, Vice Consul & Trade Commissioner, Consulate General of Canada, and Mr. Miao Weidong, Deputy Secretary & Government Project Executive, Taishan Industrial Park of Shandong.

