



IDEAL LIFE® Reduces Hospitalizations for Congestive Heart Failure (CHF) by 57 Percent

*Breakthrough Telehealth Technology Platform and Easy Adoption
Achieves 99.5 Percent Compliance and 7:1 ROI*

TORONTO (May 12, 2009) — Hospital re-admission rates for congestive heart failure patients dropped 57 percent when they used the wireless IDEAL LIFE Body Manager™ scale to monitor their weight, according to a recent study. The savings achieved by avoiding expensive hospitalizations through remote health monitoring delivered a 7:1 return on investment.

“IDEAL LIFE can produce these results because their system is scalable for large populations, simple and inexpensive to use, and reports data in real-time to healthcare providers,” said Sheldon S. Zinberg, M.D., founder of *Nifty After Fifty*, a center providing programs and services for seniors.

The IDEAL LIFE CHF program allows timely intervention for individuals who have a sudden increase in body weight, which is associated with hospitalization for heart failure. The 200 patients in the study, all of whom were age 65 or older, simply stepped on the wireless-enabled IDEAL LIFE Body Manager™ scale each day. The scale automatically sent weight readings to the data center where the information was logged, analyzed, and readily accessed by their health care team. If weight fluctuations were recorded, a healthcare professional could immediately intervene, avoiding a potential health crisis that would otherwise require a visit to the emergency room or re-hospitalization.

IDEAL LIFE’s ease of use played a key role in the successful results, producing a high compliance rate of 99.5 percent. This compared to a 65 percent compliance rate for a sample of 217 patients who used another system that required them to self-record weight readings through the telephone.

“By reducing hospital readmissions, we are not only saving money for the healthcare system but we’re also enabling patients to better manage their condition and to live more independently,” noted Jason Goldberg, president of IDEAL LIFE.

IDEAL LIFE’s FDA-approved products are the first easy and affordable solution for remote health monitoring, using an innovative open technology platform that it is flexible, customizable, and mobile. They are unique in that they are:

- Created by consumer products experts and based on research into consumers’ wants/needs.
- Wireless-enabled so they work with any mode of communication, including cell phones, telephone lines, and the Internet.
- Designed to wirelessly and automatically capture, store, and share key health information.
- Available at a fraction of the cost of other systems.

Other products* available from IDEAL LIFE include the IDEAL LIFE BP-Manager™ (blood pressure monitor), the IDEAL LIFE Gluco-Manager™ (glucose meter), and the IDEAL LIFE Pod™ which serves as a “wireless gateway” for the system’s hardware devices. Other products that will soon be available are the IDEAL LIFE Breath Manager™ (peak flow meter for asthma patients), IDEAL LIFE SpO2 Manager™ (pulse oximeter for COPD), the IDEAL LIFE Step Manager™ (pedometer for weight management), and the IDEAL LIFE Body Manager Plus™, a wireless chair scale designed for individuals who are too frail or obese to use conventional weighing scales.

For more information, please visit www.ideallifeonline.com or contact Jason Goldberg, president of IDEAL LIFE, at 416-489-1494, jgoldberg@ideallifeonline.com.

** 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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