

October 16, 2006

products & promotions

PEACE OF MIND

SONOMA, Calif. — SOS Alert Products has launched emergency information and identification products designed to offer consumers a low-tech way to keep their emergency and critical medical information safe and accessible. The lines include: ICE (In Case of Emergency) dog tags, which feature a water-, heat- and shock-resistant compartment that keeps information safe; ICE Tag Alert bands with a permanent writing surface; and Life-Band bracelets and dog tags, designed for those with pre-existing medical conditions. SOS Alert Products has selected Landis Communications, San Francisco, to design a national communications campaign that will reach professional influences such as physicians and pharmacists. Suggested retail prices range from \$5.99 to \$9.99.



PHYSICIANS PRACTICE



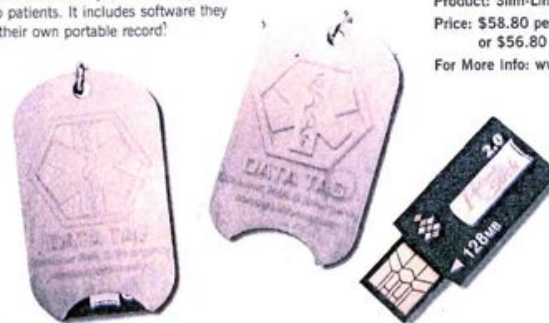
COOL TOOLS

OUR FAVORITE STUFF

GIFT THIS

Make it possible for your loyal patients to carry their health record with them — or at least the test results, vaccination records, and MRI files you need to see. Customize this USB flash memory device with your logo, and give it to patients. It includes software they can use to create their own portable record!

Manufacturer: SOS Alert Products
Product: Slim-Line DataTag
Price: \$58.80 per unit for 100,
or \$56.80 per unit for 250
For More Info: www.sosalertproducts.com



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