NEWS RELEASE

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SafetyCare™

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New Fall Detector Protects Senior Adult Population

Reading, PA—The Administration on Aging estimates that adults 65 and over will represent 19 percent of the United States population by 2030. Compare that to a mere 12.4 percent in 2000 and it's easy to see how our population is steadily aging. This is particularly troubling when it comes to fall prevention, as one in three adults 65 and over fall each year, according to the Centers for Disease Control (CDC).

Largely preventable, falls among this group are the leading cause of injury death. According the CDC, 20 to 30 percent of people who fall suffer severe injuries, including hip fractures, lacerations and head traumas. However, the CDC notes that falls also create a fear of falling, which leads to decreased activity. In turn, this causes reduced mobility and loss of physical fitness.

EMTWatch FallDetect™ is a product that helps counter this fear. Developed and manufactured by SafetyCare Technologies, LLC, a leader in Personal Emergency Response Systems and Nurse Call Systems, FallDetect™ allows users to remain independent in their homes with the comfort of knowing that help is close by if it is ever needed.

"Our senior adult population craves independence and the ability to remain active and mobile," explains Chuck Gulati, President of SafetyCare. "That is why we developed FallDetect™ to be a discreet, user-friendly product. Most importantly, FallDetect™, like all of our products, supports the concept of 'aging in place.'"

FallDetect™ promotes independence by working in tandem with SafetyCare's EMTWatch and the EMTWatch Base Station. The FallDetect™ provides the industry's most technologically advanced and most accurate fall detector by having the ability to identify both "fast" and "slow" falls. With its 3 sensors and over 20 algorithms it analyzes measurements before, during and after a potential fall reducing false alarms. The EMTWatch FallDetect™ will beep to notify the wearer that the device is preparing to send an alarm to the EMTWatch Base Station. The wearer has the ability to immediately deactivate the alarm by pressing and holding the devices manual alarm button for three seconds. If the wearer does not deactivate the alarm, FallDetect™ will send an alarm to the EMTWatch Base Station, which dials out to the SafetyCare Response Center. An emergency medical technician (EMT) will then attempt to communicate with the user to assess the situation. If no communication is made, emergency medical services will be promptly dispatched to provide help.

With dynamic products and a response center staffed 24/7 by certified EMTs, SafetyCare is fully committed to keeping people independent and healthy at every age. Their products and monitoring capabilities are available throughout the United States. To learn more about how SafetyCare is innovating fall prevention, please visit www.safetycare.net.

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SafetyCare Technologies, LLC, founded in 2006 and headquartered in Reading, PA, provides PERS for live-at-home seniors and individuals with special needs. The company offers fully certified EMTs who handle every alarm 24/7 in the SafetyCare Response Center. All products are assembled in the United States.