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**For Immediate Release**

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## **Chain Drug Marketing Association Unveils Personal Emergency Response System at Annual Conference**

*Independent Pharmacists Agree that Wireless Device is Ideal for At-Home Seniors and People with Disabilities*

**ORLANDO, FL. – March 17, 2008** – SafetyCare, in conjunction with Executone Communications, LLC, gave independent pharmacists their first look at a personal emergency response system unveiled at the 82<sup>nd</sup>-annual Chain Drug Marketing Association’s education and trade expo in Orlando on March 12.

The two-way wireless response system is ideal for live-at-home seniors and people with disabilities or special needs. Users of the system can simply press a button – in the form of a bracelet or pendant – to access the SafetyCare Response Center, staffed by Life & Safety Emergency Medical Technicians, who are trained, tested and certified to handle a myriad of emergencies.

Bob Collier, a category manager for the CDMA, said he was impressed with the volume of convention participants who saw the product display boards and watched a live demonstration of the new technology, noting it “was the buzz of the show.”

“There is no doubt that many of our members recognize this product will safeguard their customers when an emergency arises,” Collier said. “We believe this demonstration was one of the highlights of the convention, as it underscored how new technologies can enhance quality of life and promote independent living.”

The association, which represents regional drug chains, independent pharmacies, regional drug wholesalers, specialty distributors and buying groups, is always looking for new products and services that can be introduced in local pharmacies, to the direct benefit of their customers.

“Independent pharmacists just don’t have the time to find the newest and latest products for their customers, as they are too busy filling prescriptions and overseeing every facet of the business,” Collier said. “We are their eyes and ears. In this case, we are connecting Executone and SafetyCare to more than 6,000 pharmacies.”

Michael Bodnar, general manager of SafetyCare, was in Orlando to demonstrate the product. Working with Executone Communications, he said, SafetyCare is adding an extra layer of care and protection for the customers of all CDMA-affiliated pharmacies.

“Whether these customers live at home, or in an assisted-living setting we are providing them with a level of personal safety and security that is unprecedented,” said Bodnar, noting conference attendees saw a live demonstration that connected people to EMTs at the SafetyCare Emergency Response Center in Reading, Pa.

SafetyCare ([www.safetycare.net](http://www.safetycare.net)) is providing 24-hour safety and security monitoring for the customers of CDMA pharmacies. Executone Communications of Troy, MI ([www.executone.biz](http://www.executone.biz)) is overseeing the program and providing customer support. Point-of-purchase displays are available to all member pharmacies.

“We were thrilled with the response we received at the Orlando expo and look forward to the national roll-out,” said Stu Novick, executive partner of Executone Communications. “We are extremely pleased to have been given a gold seal of approval, so to speak, from the CDMA, and look forward to selling this quality product at the pharmacies they represent across the country. From the response we received in Orlando, we are well on our way.”

Darryl Burnett, Manager of Distribution for SafetyCare, said conference attendees recognized the product is user-friendly, easy to connect to the SafetyCare Response Center and provides the most comprehensive level of life safety and security services on the market.

For information on sales, contact Executone Communications at 248.649.9100. For information about personal safety and security monitoring, contact SafetyCare at 1-800-483-0888.

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*SafetyCare is the next generation in safety and security monitoring, leveraging evolving technologies to bring new products to market. Unlike its competitors, SafetyCare is staffed by Life & Safety Emergency Medical Technicians who have the experience to handle a myriad of emergency situations and safeguard the welfare of customers. Besides providing 24-hour safety and security monitoring for homes and businesses, SafetyCare handles emergency signals from wireless emergency call systems installed at assisted living facilities, school and campus buildings, hospitals and other facilities.*

*Executone Communications, founded in 1946, provides design, project management, implementation and ongoing support for end-to-end communications solutions. Executone Communications serves organizations of all types and sizes — offering Voice over IP (VoIP), converged network integration, consultative services and ongoing maintenance and repairs.*