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For Immediate Release

Eastern Distributing to Offer SafetyCare Personal Emergency Response Systems

Leading Distributor to Market One-of-a-Kind Product; Provide Staff Training and Technical Support

MAHWAH, NJ and READING, PA– September 17, 2008 – Eastern Distributing of Mahwah, N.J., a premier national wholesaler of business and security products, has inked a deal with SafetyCare of Reading, PA to carry SafetyCare’s Personal Emergency Response Systems (PERS) products, it was announced today.

In addition to selling the PERS systems, the agreement calls for Eastern Distributing to offer training and certification to dealers/resellers at all eight of its locations nationally, as well as before- and after-sale technical support for sales teams.

Eastern Distributing will begin selling SafetyCare’s call boxes this month. The systems are sold under the names EMT Link and EMT Link Plus and have exclusive access to the SafetyCare Response Center, staffed with trained Emergency Medical Technicians who have immediate access to the patient’s updated medical records, which they can provide to first responders en route to the home. The call boxes can also link to other call centers.

The EMT Link call box features two-way, hands-free voice capability with superior duplex speech quality and a backup battery. It can be activated by a push of a prominent button on the unit or by a wall mounted pull cord or a pendant or bracelet button. The EMT Link Plus call box offers these services, as well as expanded programming and communications features. Both systems are easy to install and are compatible with a wide range of communications systems.

The savings to the end user are substantial, since the EMT Link Plus is offered at a fraction of the monthly cost of institutional or recurring homecare. The price is nowhere near that of a nursing home, and it enables caregivers to keep their loved ones where they long to be—safe at home.

“SafetyCare makes a high quality, dependable product,” said Nick Scarane, executive vice president of Eastern Distributing. “After visiting the SafetyCare facility and meeting the staff, I felt they were a step above everyone else in the PERS market. Dealers in the security market will find that SafetyCare offers premier, cutting-edge products.”

With a strong reputation for customer service, an easy-to-use web order entry system and training and demonstration centers in New York, New Jersey, Connecticut, South Carolina, Illinois, Texas, Oregon and California, Eastern Distributing is well positioned to market SafetyCare products to the entire country. This joint venture gives individuals who might otherwise need institutional care or on-site supervision the ability to live alone without compromising their well-being or incurring significant costs for institutional care.

“We are looking forward to this broad, aggressive partnership with Eastern Distribution,” said Michael Bodnar, general manager of SafetyCare. “We specifically sought this company to be our distribution partner because of their commitment to customer service, their excellent reputation in the security industry and their fast and efficient national distribution capabilities.”

To learn more about SafetyCare, call 1-800-483-0888 or visit www.safetycare.net. For more information about Eastern Distributing, call 1-800-800-6624 or visit www.edist.com.

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About SafetyCare™

SafetyCare™ (www.safetycare.net) is redefining the security & safety alarm industry – using a high-tech system to connect its clients – either individuals or facilities – to a virtually endless range of security and safety services. Unlike other security companies, SafetyCare™ provides clients with immediate access to certified Emergency Medical Technicians (EMT) at its national emergency response center. Products include a wireless system that brings a new level of security to campus buildings and assisted-living facilities, facial recognition technology and an encrypted database that stores and retrieves personal and medical records of clients.

About Eastern Distributing

Eastern Distributing (www.edist.com) is a leading wholesaler of business and security products. Founded in 1973, the company focuses on the technical training and marketing support that dealers/resellers need. Eastern Distributing operates eight distribution locations, complete with showrooms, training facilities and a large and diverse line of business and security equipment.