

**FOR IMMEDIATE RELEASE**

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**EPI-READY® TO LAUNCH WALL-MOUNTED STORAGE UNIT FOR  
AUTO-INJECTIBLE EPINEPHRINE  
Easy Access to Life-Saving Drug Saves Critical Time**

**Arlington, MA, April 8, 2008** – Epi-Ready®, a wall-mounted storage unit for auto-injectable epinephrine is now available for only \$29.95. The minimal cost of this product delivers maximum convenience and provides a life-saving solution for someone experiencing a serious allergic reaction. Millions of Americans have life-threatening allergies and are prescribed EpiPen® or Twinject® as emergency medication in the event that a reaction occurs. The issue of managing children with life-threatening food allergies has become a critical health concern over the last decade garnering national attention.

Federal Law now requires all food manufacturers to post all ingredients on packaging so those with severe allergies can protect themselves from deadly reactions. Many states have enacted or are in the process of enacting legislation to address the management of life-threatening allergies in public education. To date, many schools, daycare centers, and camps have adopted allergy policies for eliminating potential allergens. Despite these efforts, the danger of a life-threatening allergic reaction persists and there are inconsistencies in the way these events are managed. Where emergency epinephrine is stored in these settings is one notable inconsistency.

Epi-Ready® will allow schools, camps, and daycare centers to mount auto-injectable epinephrine where they will most likely need it -- in cafeterias, gymnasiums, nurse's office, classrooms, and kitchens -- so as not to lose valuable time looking for and retrieving emergency epinephrine. The individual with life-threatening allergies may have only four minutes to receive life-saving emergency epinephrine. The price will also allow individual users to have similar conveniences at home – mounting the product in their kitchens or playrooms. Grandparents or other relatives of a child or individual with a severe food allergy should consider Epi-Ready® for storage convenience at home.

"When an Epi-Ready® unit is installed in a prominent place it will serve as a constant, visible reminder of where the emergency epinephrine is kept, so epinephrine can be reached quickly," said Michael Prindle, co-founder and inventor of Epi-Ready®. "Knowing where it is, when you need it, can provide valuable seconds and save a life."

Epi-Ready®, is designed to provide a readily accessible, climate controlled, secure but not locked storage unit for auto-injectable epinephrine. It is currently available for order, and will be available to ship in early May.

### **About Epi-Ready®**

Launched in 2007, Epi-Ready® is a private company co-founded by Michael Prindle and his wife Rachel who live in Arlington, Massachusetts. As the parents of a child with severe food allergies, The Prindles were struck by the many stories of individuals with known food allergies, who owned auto-injectable epinephrine yet experienced fatal outcomes because of delays in getting and/or administering epinephrine. This realization, coupled with their son's food allergy experience was the driving force behind Epi-Ready®.

The company's product, Epi-ready® is a wall mounted storage unit for auto-injectable epinephrine. For more information or to purchase please contact Michael or Rachel Prindle at 877-Epi-Ready (374-7323), email: [info@epi-ready.com](mailto:info@epi-ready.com) or visit our website at [www.epi-ready.com](http://www.epi-ready.com).

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