

Medical Alarm Concepts Begins Shipments To Europe - Company Ordering Additional Inventory To Keep Up With Growing Demand

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KING OF PRUSSIA, Pa., Aug. 22, 2012 /PRNewswire/ -- Medical Alarm Concepts Holding, Inc. (OTCQB: MDHI.PK), manufacturer of the MediPendant™ two-way voice personal medical alarm, today announced it has begun the process of shipping product to its new Northern European customer. This initial order, which was announced on June 20, 2012, is for 500 units, with additional orders expected on an ongoing basis. Moreover, the company is announcing today that it is placing another large order with its factory in order to replenish inventory stock of the MediPendant™. MediPendant™ inventory is expected to be depleted soon due to continued growing demand for monthly subscription contracts.

"We are very pleased to start the process of initial shipments to our newest European partner," commented Steven Beeferman, Director of International Sales and Marketing for Medical Alarm Concepts. "The MediPendant™ is very flexible, not only relative to adding voice prompts in other languages, but also relative to modifications that will meet the technical standards of international telephone systems. We look forward to serving this account moving forward."

Earlier this summer, the company modified the MediPendant™ to enable voice prompts in Danish, and the company's engineers are currently working on adding additional languages for other contracts currently in negotiations.

Due to growing demand and sales of the MediPendant™, the company expects to deplete its current inventory of product very soon. In response, management is placing an order with its factory for additional inventory so there will be no lag in available product at any time.

Ronnie Adams, CEO, commented, "Both our monthly subscription and our distributor business continues to grow at strong rates. As a result, we are now able to forecast the need for additional inventory. We are very pleased to have the cash available
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