First Warning Systems Posts Breakthrough Breast Health Device Business Plan On GUST

The Associated Press

First Warning Systems, Inc.

announces the availability of its business plan, slides and supporting documents for the First Warning breast tissue health technology on the GUST website. The plan details the need for $5M in capital and the investment opportunity for qualified investors who participate in the GUST investor and business plan web site.

The First Warning Business Plan details breakthrough, paradigm-shift technology to analyze deep tissue cell resistance changes in the cell microenvironment under the skin. Microenvironment abnormalities create cell chaos with identifiable and measurable metabolic phases.

9,600 metabolic phase resistance data points are captured and converted to thermal values to create a Dynamic Cell Chaos Profile.T Predictive Analytics Modeling presents an Interpretation of the measurements giving a clinician a Decision Support protocol without specialized training or capital equipment investment.

"Qualified investors have an opportunity to participate in the $11B market for breast health technology," says Jim Holmes, Chairman & CEO of First Warning. "Over $13M has been invested in clinical trials, four patents and the latest Predictive Analytics software technology to date. Our plans call for completion of the product upgrades, CU mark and EU market planning to commence commercialization early in 2013," adds Holmes.

"We are very energized by the prospect of delivering breakthrough, innovative early detection screening technology that is effective for women of all ages and tissue types. By using HIPAA compliant Internet technology, we are able to support telemedicine delivery models for any type of clinic where our Decision Support Analytics provide a clinical interpretation without special training," continues Holmes.

About First Warning Systems Process Resistance readings of breast tissue abnormalities are measured with 9,600 data points to create a Dynamic Cell Chaos ProfileT (9,600 data points) and correlated to dysfunctional circadian genes. Multiple bioinformatics algorithms compare the patient Chaos Profileto the circadian gene profilesto identify breast tissue abnormalities at different stages of development leading to cancerous cells. FWS delivers a report to the primary care physician with industry leading 90% accuracy. The FWS process is the only detection process that identifies abnormalities before a tumor is large enough to be measured by current technologies.

About First Warning Systems First Warning Systems, (FWS) founded in 2008, is based in Reno, NV.

FWS's principal shareholder is Lifeline Biotechnologies, Inc. (OTC Market: LLBO). FWS holds the exclusive development, manufacturing and marketing worldwide license (includes a revenue royalty feature) from Lifeline, to commercialize the intellectual property. The FWS product line is a device and process that detects breast tissue abnormalities leading to health risk assessment and management and potentially, breast cancer. Three clinical trials with over 650 participants have achieved proof of concept and superior outcomes when compared to other diagnostic protocols. FWS is planning a final, limited clinical trial and a 510k device classification to validate the fourth generation of the FWS product. See FWS' video, "Breast Cancer Tumor Progression" at www.firstwarningsystems.com.

Safe Harbor: Statements contained in this release that are not historical facts may be deemed to be forward-looking statements.

Investors are cautioned that forward-looking statements are inherently uncertain. Actual performance and results may differ materially from that projected or suggested herein due to certain risks and uncertainties including without limitation, the ability to obtain financing, successful development of the Company's product or market acceptance of the product and regulatory and shareholder approval for anticipated actions.

For more information, contact: Jim Holmes, CEO 775-852-3222 jholmes@firstwarningsystems.com SOURCE First Warning Systems, Inc.

-0- 09/20/2012 /Web Site: http://www.firstwarningsystems.com (OTC-PINK:LLBO) / CO: First Warning Systems, Inc.; Lifeline Biotechnologies, Inc.

ST: Nevada IN: HEA MTC FIN OTC SU: VEN PRN -- NE77966 -- 0000 09/20/2012 00:13:04 EDT http://www.prnewswire.c

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