Endeavor Power Corporation Introduces Its Proprietary FDA Cleared Target System Platform Technology

PR Newswire

CAMBRIDGE, Mass., March 8, 2013 /PRNewswire/ -- Endeavor Power Corporation ("Endeavor Power" or the "Company") (OTCQB: EDVP) introduces its proprietary FDA Cleared Target System Platform Immunoassay Testing Technology ("Target System"). Endeavor Sciences, Inc. ("Endeavor"), the Company's operating wholly owned subsidiarity is pleased to announce the introduction of the Target System, Endeavor's FDA Approved Immunoassay Testing Platform to target the Point-Of-Care Testing (POCT) market. The Company's diagnostic technology provides a cheaper, more efficient and timely alternative to centralized lab testing and represents a disruptive breakthrough innovation in the bio-medical and healthcare industries.

Endeavor's Target System provides a solution to the soaring costs of healthcare in the US and globally. It will revolutionize and alleviate the decline in revenues of Physicians and the reduction in quality of healthcare service currently available to patients. A laboratory test that would normally take days for results, can now be performed at the time the patient and healthcare worker interact by utilizing the Target System. The Target System Solution is modeled on:

- Reducing the cost of diagnostic tests for patients through reduction of co-pay insurance payments.
- Reducing the cost of diagnostic tests to medical insurance companies by reducing the cost of the test.
- Increase the quality of healthcare by providing healthcare workers with results at the time they meet and interact with patients.
- Provide increased revenue opportunities for Physicians.
- Provide a simple and easy training process that will allow single process training for those administering the tests.
- Provide a "Single Platform Solution" for a broad array of tests.

Endeavor Target System's high level of sensitivity can detect minute changes in the concentration of analytes necessary to perform difficult immunoassays, while the dynamic range allows resolution to be optimized to suit a full range of frequently ordered diagnostic tests. This combination of qualitative and quantitative tests on the same platform, allows Endeavor to bring differentiation to the POCT market with a uniquely broad test menu of the following:

Controlled Flow-Through Rapid Immunoassay Test
Endeavor's US Patent Pending Target System Diagnostics Platform offers an array of improved modifications and features to the traditional Flow-through Immunoassay

Test. With its Platform uniformity, patented vacuum pump, absorption layer for sample overflow, and complete compatibility with our optic reader, the Target System Diagnostics Platform is a unique collection of tests for qualitative and quantitative detection of conditions.

The Patented Target System "Vacuum Control Flow Device"
No other device on the market provides the clinician with "point of care device controls."

Endeavor's Target System utilizes a patented vacuum and specimen absorption capability built right in. This innovative technology allows for the Target System platform to be utilized for multiple specimen sources including whole blood, serum, plasma, urine and feces.

Ease Of Use
The patented platform provides tremendous flexibility in sample requirements, clinician training and result interpretation. Our "train once" system means the clinician can now perform a number of single use tests on a wide variety of conditions with the interpretation of results consistent through the platform paradigm.

Unlimited Application
The unique vacuum pump action reduces test time and ensures maximum contact with the membrane antibodies. This patented collection device is virtually unlimited in the number of different tests that can be incorporated. The company plans to introduce a broad array of tests.

Endeavor CEO, J. Michael Redmond commented, "The various value propositions created by Endeavor's Target System are quite numerous and I believe allow for Endeavor to have a distinct competitive advantage by allowing for the delivery of superior test results, a capacity for a large number of test interoperability, while you watch rapid test result capability and a simple, proven, robust 'train once' platform that delivers an economy of scale unmatched by our competitors." Mr. Redmond added further, "We are quite fortunate to start our business with proven technology that is fully developed with 100% regulatory approval to initiate the commercialization of our business. A proven technology allows us to get to market quickly and with significant risk mitigation."

ABOUT ENDEAVOR POWER CORPORATION
Endeavor Power Corp is a fully reporting Nevada corporation traded on the OTCQB under the symbol "EDVP.QB". The Company is headquartered in Cambridge, MA. The Company's wholly owned subsidiary Endeavor Sciences, Inc. ("Endeavor") is a bio-medical company focused on infectious diseases, which owns a line of proprietary, FDA approved, Point of Care diagnostic tests on a single proprietary platform. Endeavor is developing a novel, handheld diagnostic testing system that is simple, rapid and elegant, offering the potential to transform the diagnostic landscape by transitioning critical tests from the centralized lab directly to the hands of the physician or clinicians. Our focus is on tests that detect and/or monitor infectious diseases. The Company's tests combine innovative technologies that

provide accessible, practical and rapid point of care in vitro diagnostics are based on the Company's Target System, its FDA Approved Platform that centered on the Target System VT1000, its FDA Approved bench top fluorescence immunoassay spectrum analyzer and its innovative flow through Target System test cartridges. For more information: www.endeavorpowercorp.com [1] andwww.endeavorsciences.com.

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[1] http://www.endeavorpowercorp.com/