

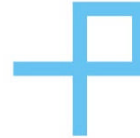
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Life:WIRE™ .....

*...in the palm of your hand*

CPM

CENTRES FOR PAIN MANAGEMENT



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**Life:WIRE™ to Provide CPM Health Centres with Innovative Interactive Mobile Health Management Solution for Patients with Chronic Pain Conditions**

**Toronto (April 17, 2008)** – Life:WIRE™ Corp, a dynamic mobile communications and health information solution provider based in Toronto, Canada, has entered into an agreement with CPM Health Centres Inc (CPM), to provide its innovative interactive system for improving clinical outcomes.

Through the use of Life:WIRE 's patent-pending, wireless solution for care management and pharmaceutical adherence, CPMs care managers can deliver personalized reminders and questions via a cell phone that is personalized and responsive to each patient's specific needs.

According to Howard Rosen, MBA, CEO and Founder of the company, "Life:WIRE turns a standard cell phone into an interactive health management tool, without the need to download or install software or purchase costly equipment, catering to a user's specific lifestyle. Through our two-way messaging platform, patients, case managers and others can track health conditions, treatments and activities and graph their success. Our dynamic input and reporting system encourages patients to integrate good health practices into their daily lives."

Dr. Ramesh Zacharias, CEO of CPM, added "CPM will use Life:WIRE to enhance our patient communication and management strategies for those enrolled in our pain management programs. We anticipate that patients will embrace Life:WIRE, providing an even higher level of engagement in our medical management programs, thereby improving their quality of life."

Dr. Roman Jovey, Program Medical Director of CPM added "Medication adherence, side effects management and follow-up monitoring are important in the successful management of a patient's chronic pain condition. Life:WIRE through its convenient, real-time interactions, can provide clinicians with timely information to help tailor treatment and optimize outcomes."

"The power and flexibility of Life:WIRE in health care is almost limitless" says Rosen. "We are pleased to partner with CPM Health Centres, an organization dedicated to providing every patient with the highest quality medical care available to treat their pain with innovative patient- and provider-friendly solutions for managing pain conditions."

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**About CPM Health Centres Inc. (<http://cpm-centres.com>)**

CPM Health Centres Inc. is a Canadian company established by [Med-Emerg](#) International Inc. in 2004 to help meet the needs of the 20-30% of the population who suffer from chronic non-cancer pain. CPM's physician-led program incorporates rational pharmacotherapy along with traditional multidisciplinary approaches to pain management.

Each CPM Health Centre is a unique facility, serving a local community, providing assessment and [treatment services](#) all in one location or via linkages with other local health care professionals. All of the trained health care professionals at CPM are dedicated to providing every patient with the highest quality medical care available to treat their pain. By providing timely, efficient and thorough care, CPM's goal is to reduce pain and achieve the most optimal level of function for all patients.

Patients are encouraged to be active participants in their own care and patient education regarding diagnosis, treatment and rehabilitation will be an essential part of the program.

**About Life:WIRE Corp ([www.lifewire.ca](http://www.lifewire.ca))**

With operation in Toronto, Canada and Annapolis, Maryland, Life:WIRE develops patient-friendly and cost-effective solutions that enable people to proactively manage their disease and health conditions. Life:WIRE 's patent-pending, industry-leading technology turns a standard cellular phone into a health management tool, helping patients to build positive health habits through interactive reinforcement. Our patient-friendly solution incorporates remote management and monitoring systems that facilitate proactive management of disease conditions and promotes wellness through virtually any mobile system in the world.