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Life:WIRE™

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TeleMedik Innova Health Solutions To Offer Life:WIRE's Innovative Mobile Health Management Solution For Patients with Chronic Conditions

Partnership Will Promote Unique and Cost-Effective Approach to Engage Patients and Improve Clinical Outcomes in Puerto Rico and South America

Toronto/Annapolis/Puerto Rico, PR Newswire (October 23, 2008) – Life:WIRE™ Corp, an international, mobile communications and health information solution provider based in Toronto, Canada and Annapolis, Maryland announced today a strategic partnership with TeleMedik Innova Health Solutions, an international medical management and telephone triage company headquartered in San Juan, Puerto Rico.

Through Life:WIRE's patent-pending, interactive cell phone solution for patients with care management and medication adherence needs, TeleMedik can deliver a wide variety of interactive text message reminders in any language (Spanish & English initially) that is personalized to each patient's specific health needs.

Dr. Fernandez Quintero, TeleMedik's President notes that "TeleMedik's care managers will use Life:WIRE to enhance our patient compliance strategies for those enrolled in case, disease and preventive management programs such as Smoking Cessation, Weight Control Management, and Life Styles Coaching. We anticipate that patients will embrace Life:WIRE, providing an even higher level of engagement in our medical management programs, and transforming their lives for the better."

Howard Rosen, MBA, CEO and Founder of Life:WIRE explains "Life:WIRE turns a standard cell phone into an interactive health management tool, without the need for patients to download or install software or purchase equipment. Through our two-way messaging and administrative management platform, patients, their physicians, case managers can track health conditions, treatments and activities. Our dynamic input and reporting system encourages patients to integrate good health practices into their daily lives."

Garry Carneal, JD, MA, a nationally recognized expert in the case management field and former President & CEO of URAC, notes that “The strategic partnership between the two firms will create a cutting-edge, global solution that engages patients to improve clinical and financial outcomes. The entire solution can be fully customized based upon local language and cultural norms. In addition, Life:WIRE’s text messaging system creates a web-enabled tracking system with a graphical interface, which can be accessed by patients, case managers and/or other authorized persons.”

“TeleMedik’s approach to health management includes taking advantage of the newest technologies to create a flexible platform focusing on the needs of our clients,” says Nilda Guerrero TeleMedik’s Executive Director. She adds “That’s why we are so excited about Life:Wire’s ability to allow us to reach and interact with our patients and clients in a unique and innovative manner to improve clinical and medication adherence strategies.”

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About Life:WIRE Corp (www.lifewire.ca)

With operations in Toronto, Canada and Annapolis, Maryland, Life:WIRE develops patient-friendly and cost-effective solutions that enable users to proactively manage their health conditions. Life:WIRE’s patent-pending technology turns a standard cellular phone into a health management tool. 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.

About TeleMedik Innova Health Solution. (www.telemedik.com)

TeleMedik was founded 1997, under the leadership of its current President and CEO Dr. Joaquín Fernández-Quintero, M.D. Headquartered in San Juan, Puerto Rico, TeleMedik provides multiple healthcare support services including nurse triage services, pharmacy program auditing, disease management programs, medical groups and hospital support services and participants’ health education endeavors through diverse services and technologies. TeleMedik is addressing the needs of multi-cultural Spanish speaking citizens within the United States, Puerto Rico and South America.