

VITALITY™

FORGOT TO TAKE YOUR PILLS?

MERIDIAN HEALTH HELPS YOU REMEMBER WITH VITALITY GLOWCAPS

Meridian Health Partners with Vitality to Tackle the Billion Dollar Medication Adherence Problem

(BOSTON, MA) February 18, 2009 – Meridian Health, a healthcare provider and four-hospital network in New Jersey, today announced it will distribute Vitality GlowCaps™. GlowCaps retail for \$29.99, fit on standard pill vials and contain a tiny microchip that pulses a bright LED light and plays a melody when it is time to take the medication inside. GlowCaps are available now through MeridianatHomeStore.com and will soon be available through its pharmacies.

Every year millions of individuals fail to take the medications prescribed by their physicians; the World Health Organization estimates that adherence to daily medication regimens averages only 50 percent for those suffering from chronic disease. Non-adherence reduces the effectiveness of medications, jeopardizes patient health, and increases healthcare costs.

Forgetfulness is the most common reason that people don't take prescription medications. Up to 23% of nursing home admissions, 10% of hospital admissions, and many doctor visits, diagnostic tests, and unnecessary treatments could be avoided if people took their drugs as directed. Each year, cardiovascular non-adherence results in 125,000 US deaths.

During focus groups conducted by Meridian Health, participants said daily reminders would help them improve their adherence to medication regimens. Family members of participants also said that forgotten doses were one of their largest concerns regarding the health of loved-ones. Meridian Health has incorporated GlowCaps as a facet of its In-Home Safety and Monitoring, a collection of programs focusing on supporting caregivers of individuals requiring assistance to maintain independence.

“GlowCaps are a great solution for non-adherence because the technology is unobtrusive and improves medication adherence,” said Sandra Elliott, Director of Consumer Technology and Service Development at Meridian Health.

“At Vitality we make health products smarter. GlowCaps bring intelligence to pill bottles, significantly increasing adherence rates and ultimately lowering care costs.” said David Rose, CEO of Vitality. “We are thrilled to partner with leading healthcare providers like Meridian Health that recognize the potential for new home-based health products like GlowCaps.”

About Meridian Health

Meridian Health is a not-for-profit health care organization comprising Jersey Shore University Medical Center and K. Hovnanian Children's Hospital, Ocean Medical Center, Riverview Medical Center, and Partner Companies that include home care agencies, rehabilitation and long term care facilities, ambulatory care, ambulance services, and occupational health located throughout Central New Jersey. Meridian Health has been named one of the top 100 Most Wired and top 25 Most Wireless Health Systems in the United

States, among New Jersey's most highly rated health care providers for clinical quality as well as one of best places to work in New Jersey. For more information, please visit www.meridianhealth.com.

About Vitality

Vitality, maker of GlowCaps™, addresses the billion-dollar adherence problem for pharmaceutical brands, retail pharmacies, health care providers and patients with a super simple device - a pill cap that illuminates and plays a melody to remind patients to take their medication. Vitality GlowCaps improve medication compliance, health, and peace of mind. The Company was founded by David Rose and Joshua Wachman. For more information visit: www.GlowCaps.com.

###

Media Contact:
David Gerzof
vitality@beabigfish.com
617.713.3800