



Life Alert Members Express Thanks to Medical Alarm Company for Saving Parents; More Adult Children Giving Life Alert as Gift to Loved Ones

Testimonials show that the emergency response company known for the slogan "I've fallen, and I can't get up" appeals strongly to grown children of elderly parents, who often buy Life Alert for loved ones in need of protection, especially those living alone. Valentine's Day can be the perfect time to express affection for loved ones by giving them the gift of life – Life Alert.

Encino, CA, February 06, 2008 --(PR.com)-- With Valentine's Day approaching, what better gift to show love for a parent than the gift of life? That is exactly what many adult children are giving their parents, by buying the Life Alert medical alarm system for them. Life Alert provides home emergency protection. Whether it's a medical problem, fire or intrusion, one press of a small waterproof pendant puts Life Alert members in touch with dispatchers, 24/7, even if they can't reach a phone. Dispatchers can then send help immediately (paramedics, the fire department or the police), and notify neighbors, friends and relatives of the situation.

Many testimonials from the offspring of Life Alert members show the gratitude and peace of mind felt not only by subscribers, but by their loved ones as well:

...Recently, my mom pushed her Life Alert button. She told your help center she was okay, but your dispatcher realized she was showing signs of a stroke, since she was mumbling incoherently. He called us, told us to check on her, and since she seemed to be having a stroke he called paramedics. She's stable now, and her speech is not as slurred. If not for your dispatcher's quick thinking, she wouldn't be alive. Had she called 911 directly, medics may've dismissed her, and 911 probably wouldn't have called family members like you did. Thanks for giving my mom more time on Earth. God bless Life Alert. -Vicki B.

...Life Alert is a godsend. As my mother got older and became a widow, your service gave her the confidence to keep living at home for 2 extra years; she wouldn't have been able to do that without Life Alert. We also loved how you did the installation for her, and during the times she didn't use the system, she could call and do practice runs. Most of all, we love the peace of mind of knowing help is always at hand. -Fred S.

...My mother has been living by herself. One day, she got up but felt confused. She couldn't dial her phone to get help. Then she remembered she had Life Alert, so she squeezed her pendant. Turned out she was having a stroke, and the one thing she was able to do was push her Life Alert pendant. Your people contacted me and sent paramedics to my mom. Life Alert saved her life. Our family is so grateful. We also love the peace of mind you give her. One time my mom's electricity went out, and she got very scared, so she pushed her Life Alert help button. You comforted her and called the power company for her. I recommend your service to anyone with an elderly family member who lives alone. You do exactly what you promise. -Barbara C.

...My mom suffered several falls the past 3 years. Each was serious, and she had to be taken to the ER. Luckily, she used her Life Alert each time to get help. Your service worked perfectly every time. Life



Alert is fantastic and works just as advertised. It gives me peace of mind to know my mom has it since she's walker-bound and lives by herself. Any older person living alone would be foolish not to have one.
-Dan P.

“I want to express my sincere thanks to all our members, and their children, who write in or call to thank us for a job well done,” says Isaac Shepherd, Life Alert's founder and CEO. “We take great pride in our service, which is second to none. Superior service is our mission, as it has been for over two decades.” Life Alert has members nationwide, handles over a million calls a year, and on average saves a life every 40 minutes (saving over 13,000 in 2007 alone).

Life Alert Emergency Response has primarily been servicing seniors and the elderly for the past 20 years. However, Life Alert is becoming increasingly popular among Boomers and younger adults, whose parents may have the service as well. Adults of any age can benefit from Life Alert protection, especially when living alone. Mr. Shepherd notes how “the greatest accolade for Life Alert is that we are not only known by all ages, we protect all ages.”

About Life Alert

Life Alert is a Personal Emergency Response company that saves lives from catastrophic outcomes, using a unique medical alarm technology to provide superior home monitoring and protection. Life Alert was founded in 1987, provides services nationwide, and is the only company endorsed by former U.S. Surgeon General Dr. C. Everett Koop.

Life Alert's service solves a major issue for seniors: home emergency protection. Life Alert's protection enables seniors to keep living at home with independence and comfort, living their lives the way they are used to, without drastic changes. The average Life Alert subscriber keeps living in their own home for an extra six years, and an ACNielsen study showed that 87% of subscribers called Life Alert's protection a main or important factor in their decision to keep living at home, rather than move to a retirement facility. As Dr. Koop says, “Thanks to Life Alert, you can live alone without ever being alone, and that's why I wear one.”

For more information on Life Alert and its services, call 1-800-360-0329 or visit www.lifealert.com.

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