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FOR IMMEDIATE RELEASE

Alert1 Names Marketorum, LLC Agency-of-Record

LAMBERTVILLE, N.J. — Oct. 4, 2010 — Alert1®, a leading national medical alarm system provider, has named Marketorum, LLC, a Lambertville, N.J.-based marketing, business strategy and technology agency, as its agency-of-record for its portfolio of B2C and B2B products and services.

Marketorum will provide a full range of strategic marketing and business consultancy services for Alert1, including national and regional advertising campaigns, media placement, direct marketing, website development & content management, public relations and social media initiatives.

Christine Roberts, Alert1 vice president of marketing, said Marketorum's expertise in all phases of consumer and business-to-business marketing, in addition to social media, has helped Alert1 reach beyond its traditional customer base.

"We are now engaged in conversations with more and more members of the 'Sandwich Generation' demographic who are raising children, planning for retirement and taking responsibility for the needs of their aging parents," said Roberts.

Patricia Stewart, Marketorum president & CEO, said Alert1 has earned high marks from consumers and healthcare professionals for reliability and customer service, and that positive brand recognition has provided a solid platform for the company's new website, marketing materials and social media presence.

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“People have been saying good things about Alert1 for more than 20 years,” said Stewart. “Marketorum has helped Alert1 increase its share of voice across all important social media networks so that more people, and most importantly new people, are talking about the company’s products and services in a positive way – that translates to increased market share.”

About Alert1

Alert1 started as a small, family-owned business in Williamsport, Pa., providing local medical alert services. The company has grown to become the most reliable and affordable provider of medical alert systems, recommended by doctors, hospitals and professional health care providers nationwide. More than 150,000 families have depended on Alert1 to ensure they or their loved ones have help, should they ever need it, right at their fingertips. For more information about Alert1 medical alert systems, call **1-866-581-4540** or visit www.alert-1.com.

About Marketorum, LLC

Marketorum, LLC is a group of highly skilled, professional problem solvers with an unparalleled passion for excellence that average 20-plus years of professional expertise in marketing, business strategy, technology and related disciplines. Marketorum leverages the team's collective experience working with leading global corporations in various industries, including nonprofits, consumer brands, hospitality, pharmaceuticals and telecommunications, providing the latest, most relevant and thought-provoking business knowhow to take clients far beyond their expectations.

For more information, please contact Patricia Stewart, Marketorum president & CEO, at (609) 651-8518, pstewart@marketorum.com or visit www.marketorum.com.

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