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FOR IMMEDIATE RELEASE

CUSTOM LABELING PRODUCTS REDUCES LOSS - INCREASES BOTTOM LINE

Providers Agree, Customizing of Key HME Devices drives awareness, increases referrals, profitability

St. Louis, Missouri - - October 1, 2008 – In a market where differentiation between products is scarce and competition fierce, providers seek new ways to maximize their dollars spent. Responsive Respiratory, through their new “PLP” Private Labeling Program, offers affordable solutions for medical providers to set themselves apart.

Understanding the shifting need of the provider to increase profits while reducing loss, RRI tailored their new PLP Program to offer affordable customization solutions with low minimum orders. According to Tom Bannon, RRI President, “Providers are increasingly looking for affordable solutions to drive referrals and repeat business. The PLP Program offers private labeling options with low initial investment and per piece costs.” RRI laser etches or silk screens name and/or logos on a number of devices including: conservers, regulators, cylinders and cylinder carry cases.

RRI’s most popular PLP solutions include the Respond C5 Conserver, which features a permanent laser etching of the provider’s name and logo on the top of the device. The Respond C5 Conserver is often paired with a custom screen-printed M6 carry bag for a complete system. “We strive to offer complete, economical solutions with top-level service,” says Bannon, “Where many companies require 3+ weeks to customize products, with our Service Plus Guarantee and PLP programs, we ship customized product in as little as 2-3 days. We build strong relationships with our providers and strive to take our service to the next level.”

About Responsive Respiratory - - Responsive Respiratory was founded in 2002 and is dedicated to providing consumers with high quality respiratory products for the home health care and hospital markets.

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For more information about this topic, please contact Mike Harrington, VP of Sales at 866-333-4030 or by email at meh@respondo2.com