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FOR IMMEDIATE RELEASE

PDT JOINS CONTINUA HEALTH ALLIANCE

PDT Joins Continua to Improve Quality of Personal Healthcare

Lake Zurich, Illinois – August 4, 2009 – Product Development Technologies, Inc. (PDT) is pleased to announce that it has joined Continua Health Alliance, a non-profit, open industry alliance of the finest healthcare and technology companies joining together in collaboration to improve the quality of personal healthcare.

PDT joins the more than 200 leading technology, medical device and healthcare industry member companies of Continua, who are dedicated to establishing a system of interoperable personal health solutions; with the knowledge that extending those solutions into the home fosters independence, empowers individuals and provides the opportunity for truly personalized health and wellness management.

“We are excited to work with PDT. Their background in both medical and telecom product development will help make the Continua vision a reality,” said Rick Cnossen, Continua president and chairman of the Board of Directors. “The addition of PDT to Continua builds upon our current growth and momentum in the connected health industry.”

Continua Health Alliance has developed technical design guidelines, and established a product certification program, to promote interoperable solutions that provide new ways to address the costs of providing personal telehealth systems. Such accomplishments dramatically affect the quality of life of millions of people worldwide by providing patients, caregivers and healthcare providers with the products and services to proactively manage the health and fitness of individuals, improving the overall quality of life and healthcare, while lowering costs.

PDT, in collaboration with Continua Health Alliance members, will help support Continua’s mission to establish a system of interoperable personal telehealth solutions that foster independence and empowers people and organizations to better manage health and wellness.

About Continua Health Alliance

Continua Health Alliance is a non-profit, open industry coalition of the finest healthcare and technology companies joining together in collaboration to improve the quality of personal healthcare. With more than 200 member companies around the world, Continua is dedicated to establishing a system of interoperable personal health solutions with the knowledge that extending those solutions into the home fosters independence, empowers individuals and provides the opportunity for truly personalized health and wellness management. To learn more about the Continua Health Alliance and its participating companies, or to learn how to become a member, visit www.continuaalliance.org.

About PDT

Product Development Technologies, Inc. (PDT) is a global, full-service product development firm with over 100 employees in eight offices worldwide. Team members have expertise in a vast range of product development disciplines, including strategy, design research, industrial design, user interface development, electrical and mechanical engineering, software development, laser scanning, and tooling. PDT's award winning product designs have been recognized by BusinessWeek, the Industrial Designers Society of America, Design Journal, The Consumer Electronics Association, Inc. Magazine, Chicago Athenaeum of Architecture and Design, and Parametric Technologies Corporation. www.pdt.com

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