

FOR IMMEDIATE RELEASE

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BURKE, VA. September 1, 2009. PremieWorld, LLC is pleased to announce a formal partnership with LCR Hallcrest, LLC an international leader in Color Change Temperature Indicating Technology and Graphics. Together the two companies are producing a PremieWorld Safety Thermo-Pak for parents of preemies. Safety is a preemie parent’s number one concern for their children. The PremieWorld Safety Thermo-Pak will give parents the relief they need in a combination of thermometers that include Disposable Forehead Thermometers (a must-have especially in view of the Swine Flu epidemic), a Bathtub Water Temperature Tester, and a Ultra-Violet Safe Meter.

“These products provide parents and other caregivers with the ability to keep their child safe from harm in a variety of situations,” says Deb Discenza, Co-Founder of PremieWorld, LLC. “No parent wants to have their child suffer from an extremely high fever, a bath that is too hot, or from overexposure to the sun’s UV rays. Premies are extra sensitive to these conditions so it is important that they have these tools at hand for ease of use.”

“My son, Nicholas, due to his Dysautonomia of Prematurity, has the forehead thermometer on his forehead 24/7/365 as he is unable to regulate his body temperature,” comments Nicole Conn, Co-Founder of PremieWorld, LLC. “I know firsthand how many times Nicholas has been kept safe from severe spiking temperatures due to LCR Hallcrest’s brilliant ThermoStrip. This and the rest of our products are indispensable for the preemie parent that wants to have that edge in caring for their child medically and otherwise.”

This isn’t just for preemie babies, however. Discenza and Conn are both fervent in their belief that “every parent needs a PremieWorld Safety Thermo-Pak for their baby, preemie or otherwise. And especially during the upcoming Swine Flu season.”

The PremieWorld Safety Thermo-Pak will be available online at the www.PremieWorld.com store in late mid-fall 2009.

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