

FOR IMMEDIATE RELEASE:

CONTACT: Peter Walker
E-Mail: pwalker@up-lift.com
Tel.: (800) 387-0896 Ext. 120

Uplift kicks off the Annual Uplift Charity Challenge

Dartmouth, Nova Scotia, May 20, 2008 – Uplift Technologies Inc. today launched its **First Annual Charity Challenge**, running from May 21 – June 30, 2008, to support charities across North America.

Throughout the event, Uplift will tally sales for **every one** of its portable UPLIFT and UPEASY lift cushions sold. It will then make a donation, either on behalf of qualifying customers to the charity of their choice, or, through a direct charitable donation to support arthritis research. "Our products help people - they add quality to people's daily lives," explains Tom Quigg, Uplift's Director, Marketing & Sales "and this event is based on our belief in helping others."

Uplift is challenging customers, old and new, to up the ante (*and the donations*) by passing the same spirit of giving through to their customers. Quigg says "We want our customers to jump on board, add more to the pot to create a snowball effect, providing more help to these deserving charities."

Uplift is actively involved in charitable causes, including the United Way. Quigg notes "It's part of our core philosophy. We are always looking for ways to help through our products and events like this one."

For details on the Annual Uplift Charity Challenge, please contact Uplift toll-free at 1-800-387-0896.

Photos Available Upon Request

About Uplift Technologies Inc.

Uplift Technologies is committed to providing innovative healthcare technologies that improve personal well-being. Located in Dartmouth, Nova Scotia, the company is best known for its Day-Light Bright Light Therapy Lamp, as well as its' manual and electric lifting cushions – Seat Assist™ and Power Seat™. For more product and company information, visit www.up-lift.com, or phone (800) 387-0896.

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Uplift Technologies Inc.

19-10 Morris Drive * Dartmouth, NS * B3B 1K8 * Canada
PHONE: 800-387-0896 FAX: 888-355-6660 E-MAIL: info@up-lift.com