

## FOR IMMEDIATE RELEASE:

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

## UPEASY arrives in the US!

Dartmouth, Nova Scotia, May 14, 2008 – Uplift Technologies Inc. is pleased to announce the official launch of the UPEASY line of seating products in the US healthcare market. The UPEASY Seat Assist and Power Seat are lifting cushions utilizing the patented Levelift™ technology.

“As active participants in the healthcare industry,” states Tom Quigg, Uplift’s Director, Marketing & Sales “and with changes happening in Medicare, we know there is a critical need for cash products.” UPEASY Seat Assist and Power Seat are based on Uplift’s proven Medicare products, but with adjustments to make them more attractive to cost-conscious consumers.

The UPEASY Seat Assist is a non-electric lifting cushion that supports up to 80% of a user’s weight and with no cords, it can be used at home or elsewhere. The UPEASY Power Seat is an electrically-powered lift cushion that provides 100% lift, up and down, transforming almost any seat into a lifting chair.

“These products provide independence for consumers,” noted Quigg “and are a great cash add-on for those who already have lift chairs, or need a portable lift option.” Designed to provide value for the consumer and respectable margins for resellers, UPEASY is a retail-ready line supported by innovative merchandising tools.

Quigg explains “We have designed a complete program – attractive packaging, clear, concise sales brochures, online consumer education and point of sale tools that make the product line an easy choice for resellers.” UPEASY products are now available in the Continental USA.

**High resolution 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 – Uplift Seat Assist™ and Uplift Power Seat™. For more product and company information, visit [www.up-lift.com](http://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](mailto:info@up-lift.com)

