

## **AMAC Signs Agreement with e-pill® Medication Reminders ([www.epill.com](http://www.epill.com)) as First E-commerce MedSmart® Distributor**

Oceanside, NY January 19, 2010 - American Medical Alert Corp. (NASDAQ: AMAC) a healthcare communications solutions provider, today announced that e-pill, LLC ("e-pill Medication Reminders [www.epill.com](http://www.epill.com)") has executed an agreement to begin selling AMAC's MedSmart Medication Reminder and Dispensing System. e-pill is the largest reseller of AMAC's first generation medication dispensing and reminder device, MedTime®. e-pill specializes in the marketing and distribution of medication management systems and is the best known US distributor of patient compliance and medication adherence devices. The devices are sold direct to patients and to the healthcare industry.

Frederic Siegel, Executive Vice President of AMAC commented. "e-pill has a strong presence in the marketplace as a leading medication management solutions provider. We are confident that MedSmart will soon become a favorite device for families who are looking for a comprehensive medication adherence solution."

Stefan Solvell, President and Manager of e-pill Medication Reminders said: "In the US, studies indicate that roughly 50% of the medications distributed today are not correctly taken. MedSmart addresses this growing epidemic head on with strong features to remind, organize and manage pills plus it provides additional value to caregivers through the system's event notification and reporting features."

MedSmart is immediately available from [www.epill.com](http://www.epill.com) in both stand-alone and event reporting configurations..

### **About MedSmart**

MedSmart® reminds, dispenses and can report medication non-compliance, ensuring that a patient takes the proper medications at the proper time. If a dose is missed, the system will send a signal that ensures designated caregivers are promptly notified via text, voice or email messages, allowing for proactive and responsive care.

### **About e-pill Medication Reminders**

Boston based med-tech company e-pill, LLC has been in business since 1999. The company is privately held. e-pill Medication Reminders [www.epill.com](http://www.epill.com) provides a full line of medication adherence and patient compliance devices marketed under the e-pill®, CADEX®, PuffMinder® and HIProtector® brands. As the leading provider of medication reminders, the company markets its' medical devices "patient direct" and to "institutions" (Hospitals, HMOs, Pharmaceutical Companies and Insurance Companies) throughout North America and Europe.

### **About AMAC**

AMAC is a healthcare communications company dedicated to the provision of support services to the healthcare community. AMAC's product and service portfolio includes Personal Emergency Response Systems (PERS) and emergency response monitoring, electronic medication reminder devices, disease management monitoring appliances and healthcare communication solutions services. AMAC operates eight US based, communication centers under local trade names: HLINK OnCall, North Shore TAS, Live Message America, ACT Teleservice, MD OnCall, Capitol Medical Bureau, American MediConnect, and Phone Screen to support the delivery of high quality, healthcare communications.

### **Forward Looking Statements**

This press release contains forward-looking statements that involve a number of risks and uncertainties. Forward-looking statements may be identified by the use of forward-looking terminology such as "may," "will," "expect," "believe," "estimate," "anticipate," "continue," or similar terms, variations of those terms or the negative of those terms. Important factors that could cause actual results to differ materially from those indicated by such forward-looking statements are set forth in the Company's filings with the Securities and Exchange Commission (SEC), including the Company's Annual Report on Form 10-K, the Company's Quarterly Reports on Forms 10-Q, and other filings and releases. These include uncertainties relating to government regulation, technological changes and product liability risks. While management believes that its current estimates are reasonable, revenue projections for newly introduced products are inherently less reliable due to a lack of sales history.