



NEWS RELEASE

DON'T LIVE WITH PAIN - IMPROVE YOUR QUALITY OF LIFE WITH THE OTO e-cell™

Singapore, 16 August 2007 – Many of us tolerate pain and accept it as part and parcel of life. Be it a stiff shoulder, a bad back, a sprained ankle or an arthritic finger, we dismiss the pain and think of it as an expected part of life. This usually leads to further aggravation of the injured body part. If and when treatment is sought, the more common therapies are prescriptive medicine, use of heat treatment and manipulative skills which require you to pay a visit to a fixed location, and sometimes, even invasive processes to manage the pain.

Coming to the rescue and answering the prayers of pain sufferers is a nifty device called the OTO e-cell™. Shaped like the computer mouse, it is a rechargeable, wearable and non-invasive musculoskeletal therapy device which discharges a specifically configured extremely low pulsed electromagnetic field (PEMF). The PEMF has been used by NASA to fight muscle atrophy through encouraging cell regeneration.

Here's how the OTO e-cell™ works. The e-cell™ technology is based on the concept of synthetic exercise that complements the body's own healing processes of tissue generation by utilising the electromagnetic field to simulate exercise at the cellular level. Twelve pre-programmed OTO e-cell™ therapy cards, using the smart card (similar to the mobile phone SIM card) technology, have been designed to work alongside the OTO e-cell™ to treat different parts of the body. Each card targets a different problem area and they are: the ankle, bone, elbow, hip, knee, low back, mid back, neck, shoulder, wrist, vascular and osteoarthritis (OA). In effect, the OTO e-cell™ amplifies and

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replicates the body's own repair and regeneration process, resulting in faster recovery and relief from pain.

So let's say that you have sustained an injury to the ankle. All you need to do is to insert the corresponding therapy SIM card, which in this case, is the ankle, into the OTO e-cell™. The device is then applied directly onto the ankle region and held in place with a velcro strap. For optimum results, the vascular therapy SIM card should be used as preliminary treatment followed by the therapy SIM card for the relevant area. The device is pre-programmed to operate for 30 minutes, comprising a warm up period, an active phase and a cool down period, similar to that of proper physical exercise.

The OTO e-cell™ therapy SIM cards are designed to initially supply essential blood nutrients to clear an injury site of damaged or non-functional cellular material. They then encourage cellular proliferation or stimulation. They also significantly assist in the replacement of damaged tissues which is necessary for healing all injuries. Finally, they assist in the maturation or re-organisation of newly formed tissue to help bring the tissue to full function and strength i.e. the repair process can be accelerated without any of the risk associated with inappropriate and excessive physical exercise.

The e-cell™ therapy has been used to help Australian athletes such as Olympian Belinda Stowell, a Gold medalist in sailing at the 2000 Sydney Olympics; Liam Rushto, Guard/Forward of West Sydney Razorbacks in the National Basketball League; as well as Perth Glory players in the National Soccer League.

Mr Laurie Farrow, a renowned Occupational Therapist with over 20 years' experience and Managing Director of Health Central Occupational Therapy International (Australia), a clinic that treats over 30,000 patients yearly, said: "The OTO e-cell™ is the most powerful clinical tool that I've ever seen in relation to healing and recovery cycles from the average person to elite athletes. After using it on my patients, I have witnessed an average of 70% reduction in recovery time. With such encouraging results, I strongly recommend the OTO e-cell™ as an essential part of every family's first-aid kit."

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The OTO e-cell™ technology was developed by Singaporean Dr Goh Chin Joo and Australian Jeffrey Edwards. It is being patented and OTO has the exclusive rights for it in Hong Kong, Malaysia, Singapore and Thailand.

“As a leader in innovative healthcare technologies, we are constantly on the lookout for affordable and easy-to-use therapeutic products to relieve pain, cure ailments and improve the way people live, work and play. We were excited with the potential of bringing electromagnetic technology into homes to treat aches and common injuries, and we are very proud to be the first to introduce the OTO e-cell™ to the region,” said Mr Yip Chee Seng, Chief Executive Officer of OTO Bodycare Pte Ltd.

To mark its launch, the OTO e-cell™ retails at an introductory price of S\$499 (including GST) and is available at OTO specialty shops islandwide. The therapy SIM cards are sold separately at a special price of S\$49 (including GST) each. During this introductory phase, the vascular therapy SIM card is also complimentary with every purchase of the OTO e-cell™. The offer is for a limited period only - from 16 August to 26 August 2007.

Following the introductory phase, the OTO e-cell™ will retail at S\$598 (including GST) and the therapy SIM cards will be sold separately at S\$59 (including GST) each. The vascular therapy SIM card will also be complimentary with every purchase of the OTO e-cell™.

Members of the public can also find out more on the OTO e-cell™ at a seminar on 'Space-age Pain Management' on Saturday, 18 August at 2pm at the Suntec Singapore International Convention and Exhibition Centre, Level 3, Meeting Room 325. Admission to the seminar is free and on a first-come-first-served basis. To register, please call 6747-0656.

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About OTO

OTO is a homegrown company, well-established in the health and wellness business. Since starting its operations locally in 1978, OTO has expanded to other parts of the Asia-Pacific and continues to increase its presence globally. Headquartered in Singapore, the Company has a workforce of more than 400 spread over offices in the region including Hong Kong, Malaysia and Macau. Through its distribution network, OTO has now established more than 200 retail outlets around the world in Asia, Australia, Europe, the Middle East and New Zealand.

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