



FOR IMMEDIATE RELEASE

Aterica Develops World's First High-Tech Smart Case for EpiPen® to Help Families Living with Anaphylaxis

Digital Health company announces new product to help those with life-threatening allergies live with more independence

WATERLOO, ONTARIO – January 7, 2014 – [Aterica](#), a digital health company, announces Veta™, the world's first anaphylaxis and food allergy support system for individuals and their families. This smart case for EpiPen® and corresponding app work together to connect loved ones and caregivers to people living with life-threatening allergies, resulting in increased freedom, security and confidence for both users and caregivers.

Veta™ smart case replaces the stock EpiPen® case and introduces a number of critical support features. The smart case incorporates electronics and sensors that integrate with a cloud-enabled mobile app infrastructure to ensure peace of mind for EpiPen® users, their families, and their extended support network. Veta™ provides a way to easily locate a misplaced EpiPen®, receive out-of-proximity alerts when the user is separated from his or her EpiPen®, integrates sensors to help monitor temperature shifts that could affect integrity of epinephrine, provides immediate emergency notifications to those in the user's support networks, provides life-saving verbal alerts so bystanders understand and act in an emergency, and much more.

"It's not just about Veta's™ rapid response and notifications during an anaphylactic event; it's also about the ongoing monitoring of EpiPen® location, expiration dates and extreme temperatures," says Dr. Harold Kim, allergy and clinical immunologist. "All of these elements work together to provide a comprehensive and interactive system of protection."

Veta™ smart case works together with the Veta™ app to provide users with an extra measure of real-time connected support that hasn't been available before. The app runs on iPhone® and Android™ smartphones, Wi-Fi enabled tablets and iPod® devices supporting Bluetooth® Smart. In addition to the features provided in connectivity with the Veta™ smart case, the Veta™ app also provides one-click access to your private and extended community support networks and emergency response, video and training materials on correct use of your EpiPen®, and helpful resources such as safe shopping lists, open pharmacy locations and nearest hospitals.

"Now that my son is in high school, it's up to him to manage his anaphylaxis. I need to know he is safe, but I have to give him his independence," says Nikki Payne, mother of 14 year old son with severe food allergies. "With Veta™, I'll know that he has his auto-injector with him and won't

have to worry. Veta™ won't replace our vigilance, but it will give us an extra level of support and assurance."

For more information please visit www.aterica.com.

About Aterica Health Inc.:

Aterica is a consumer-focused digital health company that develops health measurement, monitoring, and diagnostic products to enable individuals to actively manage their health on their own terms. Our technical team is comprised of professionals from many disciplines, including biochemistry, mechanical and electrical engineering, industrial design, medicine, and cloud and mobile software.

We are focused on the growing worldwide issue of anaphylaxis and food allergies.

Aterica has created Veta, a comprehensive anaphylaxis and food allergy support system. Veta includes hardware and cloud-connected mobile software components that help individuals and their families living with anaphylaxis stay prepared and aids them if a reaction should occur.

To find out more about Aterica, visit www.aterica.com.

Media Contact

Christina Heflin

Uproar PR for Aterica

+1.321.236.0102 x233

cheflin@uproarpr.com

Corporate Contact

Holly Curtis

Corporate Communications, Aterica

+1.226.476.1390 x207

holly.curtis@aterica.com