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TruTouch Announces International Sales/Marketing Distribution Agreements for TruTouch Technologies' Rapid Optical Alcohol Detection & Biometric Test

FRAMINGHAM, Mass.--(BUSINESS WIRE)--TruTouch Technologies, Inc. today announced that it has signed several international distribution agreements to market TruTouch's rapid optical alcohol detection and biometric test. Specifically – the following distributors in their respective countries are now commercializing the TruTouch solution: Asist Ic ve Dis Ticaret A.S (Turkey), Business Incubation (Scandinavia and Middle East), B.S.N. Srl (Italy), CMM Tech (Australia), Drug Detection International (South Africa), Global Safety Group (Kazakhstan), Nal Von Minden (Germany), Now Group (UK, Ireland, Benelux), SIMS-2 (Russia) and TD Norte (Mexico).

The workplace sobriety assurance solution utilizes an optical based, noninvasive near infrared sensor that quickly and accurately measures alcohol consumption. This is simply done by placing the index finger on the optical sensor and waiting as few as 10 seconds for the initial results.

Hunter Abbott, President & CEO of Now Group UK Ltd, stated:

"We are pleased to partner with TruTouch Technologies who have developed a product that for the first time, makes daily alcohol screening easy, hassle-free, automated and practical to implement in the workplace. Alcohol, either as a residual from the night before or consumed during the workday, can cause major health and safety risks for the well-being of the rest of the workforce. TruTouch addresses this problem effectively by quickly and easily identifying staff with problems and recording historical data electronically for each employee for analysis and pattern tracking. TruTouch has clearly demonstrated the quality and effectiveness of their product as a turnkey solution, and we see this as an important addition to our existing breathalyzer business."

Michael Jorgensen of Business Incubation stated:

"Business Incubation is a business development company - we identify small unique technology companies that match our ideology (good for people and environment) and assist them in the internationalization process. When we learned of the TruTouch concept, our entire team agreed this could be a paradigm changer. Alcohol abuse is a very sensitive topic and is almost taboo in some circles. Most companies have a Company CSR Policy for alcohol, but no tools to manage and assist employees with an alcohol problem. Companies often turn a blind eye to the alcohol problem in the workplace, using random testing or suspicion-based testing. TruTouch can shift this paradigm. TruTouch allows for a comprehensive alcohol check that is beneficial to all involved parties. The testing is discrete and nonintimidating, and it prevents anyone from entering the workspace under the influence of alcohol. Testing can be done prior to the employees entering the workplace, which allows employers to give employees a 'vacation day' instead of an automatic termination. This type of method leads to an excellent deterrence solution. TruTouch can be a win for all employees, employers, unions and most importantly, safety at the workplace."

Riaan De Vries of Drug Detection International stated:

"We are excited about the new opportunities TruTouch provides for our clients. Integrating access control, alcohol detection, and time and attendance has been a major problem for companies in South Africa. We have partnered with Sunlyn Rentals and Sasfin Short-Term Insurance, divisions of Sasfin Commercial Bank, to provide rental agreements to our clients that include 'Full Maintenance' and 'All Risk' coverage in one easy-to-afford monthly fee. This will enable every company in South Africa access to the most advanced alcohol deterrence technology. The benefit to each of our clients is alcohol testing that can now be rolled out across entire businesses without the need for training personnel to be employed. Alcohol deterrence has just become simple and cost-effective."

TruTouch's technology combines state-of-the-art alcohol testing with an integral biometric identity verification capability. The alcohol measurement is performed by transmitting light into the skin via contact with an optical touch pad. The collected light is analyzed to determine the tissue alcohol concentration. This new and novel approach to alcohol testing costs a fraction of the price of breath or blood alcohol testing and allows for self-administered programs. The TruTouch technology offers organizations the opportunity to

create a true alcohol deterrence program versus present-day random screening initiatives.

Dr. Richard Gill, President & CEO of TruTouch Technologies, stated:

“We are very excited to bring on board Now Group UK Ltd, Drug Detection International and our many other distributors. These partnerships are allowing us to expand and bring our solution quickly and effectively into the many countries they represent, ensuring that companies minimize the challenges and repercussions of alcohol use and consumption in their business operations. With the efforts of these companies we have had a rapid start to our global commercialization efforts.”

COMPANY DESCRIPTION: TruTouch Technologies

TruTouch Technologies, Inc. develops, manufactures and sells patented noninvasive alcohol detection and biometric testing systems. These novel systems provide companies with the only realistic, truly effective deterrent system available for unobtrusive verification of sobriety on a daily or routine basis. Inspired by the potential to place its passive, durable systems virtually anywhere, TruTouch's vision is to create a world where alcohol consumption is routinely intercepted before it does harm.

The TruTouch 2500 workplace sobriety assurance device is a tabletop instrument that detects alcohol concentration by directly measuring alcohol levels through the skin using a safe infrared light and an optical touch pad. The device also features biometric capability to verify user identity and ensure the integrity of the testing process. The TruTouch 2500 is targeted for commercialization in workplace as a preliminary screening tool for fit-for-duty applications. TruTouch systems can be seamlessly incorporated into workflow and reporting tools allow management of networked and multisite installations. The resulting reports generate integrated testing records that are not readily available from other alcohol testing approaches. During the last four years, TruTouch devices have completed more than 750,000 tests for customers. Published peer-reviewed clinical studies show a 96% correlation to forensic grade blood test results which are also as accurate as conventional, evidentiary grade systems such as breathalyzers.

For more information please visit www.trutouchtechnologies.com.

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