

Help Save a Life. Kidz-Med, Inc. Announces “Buy to Give” Initiative

Weston, FL —June 9, 2008— Kidz-Med, Inc., (www.kidzmed.com), a division of American Scientific Resources (PINKSHEETS: [ASFX](#)), and a leading provider of innovative health and safety devices for children and adults, announces the launch of a **“Buy to Give”** initiative to benefit [Millennium Promise](#), a non-for-profit organization dedicated to achieving the [Millennium Development Goals](#) in Africa by 2015.

Every day, [26,000 children die](#) from poverty related illnesses. Each one has a name, a face, and a family that loves them.

Dr. Christopher F. Tirotta, CEO of American Scientific Resources and founder of Kidz-Med Inc, said, “By teaming up with Millennium Promise, we are able to make a significant difference in the life of a child, or adult, who is suffering severely. Through this initiative, a percentage of every product sold via Kidzmed.com will be given directly to Millennium Promise to help save a life.”

The mission of Millennium Promise is to achieve the [Millennium Development Goals](#) - eight globally endorsed objectives that address the many aspects of extreme poverty - in Africa by 2015.

“We are delighted to team up with Kidz-Med in this innovative and creative initiative,” said John McArthur Chief Executive Officer and Executive Director of Millennium Promise. “Funds generated from kidzmed.com will be used to help purchase mosquito nets, anti-malaria medicines and other basic tools that will improve the health and economic opportunities of rural communities across Africa.”

Available online via www.kidzmed.com, the Thermofocus® 5-in-1 takes a temperature in one second, without contact, which prevents contamination. Billed by its Italian manufacturer [the first at distance, clinical thermometer in the world](#), Thermofocus® 5-in-1 is recommended by doctors and pediatricians throughout the UK, Europe and Asia and has even been used by medical personnel in Asia during the SARS epidemic. (See BBC article: <http://news.bbc.co.uk/2/hi/business/2986469.stm>.)



Dr. Tirota founded Kidz-Med Inc in 1993 to help children and their families lead healthier, happier and safer lives. “Our new ‘**Buy to Give**’ initiative is a great way for shoppers to help save a life,” he said. “When they purchase products—such as the Thermofocus—via www.kidzmed.com, at no extra cost to themselves they can give a child a chance.”

For more information on Kidz-Med’s “**Buy to Give**” initiative, please visit www.kidzmed.com.

About Millennium Promise

Extreme poverty ends here. The mission of Millennium Promise is to achieve the [Millennium Development Goals](#) (MDGs) - eight globally endorsed objectives that address the many aspects of extreme poverty - in Africa by 2015. Millennium Promise works with impoverished communities, national and local governments, and partner organizations to implement high-impact programs aimed at transforming lives on the continent and engaging donor nations, corporations, and the general public in the effort. For more information, please visit the Millennium Promise website at www.millenniumpromise.org.

About Kidz-Med, Inc.

Kidz-Med, Inc., a division of American Scientific Resources, ([ASFX-PINKSHEETS](#)) was founded in 1993 by Dr. Christopher Tirota to create children’s pre-operative educational videos “A Hospital Trip With Dr. Bip” and “Dr. Bip’s New Baby Tips”. Today, Kidz-Med, Inc. is leading the pediatric and children’s health and safety products industry in innovation by providing the most revolutionary patented family-friendly products sourced from around the globe to help keep children safe and parents reassured.

Other products include:

[Kidz-Med® MEDICINE DISPENSER](#)

[Kidz-Med® WHISTLE WATCH™ \(Peak Flow Monitor\)](#)

[Kidz-Med® ULTRASONIC NEBULIZER](#)

[Kidz-Med® SCALDSAFE](#)

[Children’s Chewable All-Natural Multi-Vitamin](#)

Contact

Marketing

Erika Stanczak

Kidz-Med, Inc.

(845) 255-2200

estanczak@americansci.com

Investor Relations

AudioStocks.com

Ronald Garner

Investor Hotline:

760-692-1167

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