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**SPO MEDICAL ANNOUNCES INNOVATIVE WELLNESS BRACELET****Consumer product to be initially marketed to the 100 Million US obesity market**

New York, NY – May 25 2010. SPO Medical Inc. ([SPOM](#)), a leading developer of biosensor and microprocessor technologies for use in portable monitoring devices, announced that it has designed a unique bracelet to measure the overall daily activity level of an individual and specifically for use by those who are deemed to be overweight or obese. The bracelet, designed both for children and adults, has innovative features including display functionality and a time-piece which continuously measures number of daily movements against preset recommended goals. Furthermore, the attractive wrist design is designed to encourage these individuals to wear the bracelet with pride.

According to independent reports, approximately 100 million adults and children today in the US are considered to be obese; a condition defined as having a Body Mass Index (BMI) in excess of 30. In addition, obesity is known to be a major factor for cardiovascular disease, diabetes and certain types of cancer. Furthermore, it is estimated that US healthcare spending attributable to obesity will quadruple to \$344 billion in the next 7 years and by 2017, over 40% of the US population will be defined as obese. SPO has designed and patented a product with these concerns in mind by which an affordable, simple-to-use, mass-market wellness bracelet can assist those individuals seeking to increase their mobility and overall wellness.

SPO was encouraged to develop this unique product offering after increased public awareness in the US to the phenomena of obesity and overweight especially in children. Most recently, the White House announced a new initiative known as the “Let's Move” campaign ([www.letsmove.gov](http://www.letsmove.gov)) on addressing and beating obesity in children with specific aims to reduce childhood obesity in the United States within a generation. The Obama administration announced that it will partner with public health professionals and private companies to address the obesity issue. "About one-third of our children are overweight or obese. None of us want that for our country - it's time to get moving" said President Obama, calling childhood obesity "one of the most urgent health issues that we face in this country; we need to provide 65 million parents in America with easy access to the information they need to make healthy choices for their children".

Further supporting this campaign, the American Academy of Pediatrics announced that it plans to educate its members about obesity to make sure pediatricians regularly measure a child's BMI and identify a weight problem early. Dr. Judith Palfrey, President of the American Academy of Pediatrics, said “There are ways to encourage activity like setting fitness goals; we must take on this challenge to create healthier communities for our children”. These concerns were highlighted by a recent study reported in the New England Journal of Medicine that found the number of overweight children ages 6 to 19 has tripled since 1970.

Michael Braunold, President and Chief Executive Officer of SPO Medical commented: “The recent restructuring of Company operations that we implemented earlier this year enabled SPO to pursue initiatives as demonstrated by the development of an innovative product offering for mass-market wellness applications. Our ability to deliver a cost-effective solution to address such a serious global problem as obesity and to define ways of assisting to alleviate and improve overall standards and quality of life is not only exciting but challenging – we are pleased to be in a position to participate in this important initiative”.

The Company plans to make its wellness bracelet available through retail outlets via partnerships with manufacturers akin to such product offerings for mass-market distribution. Presently, the Company has started to seek interested parties who wish to participate in this business venture with a goal to make product available to the consumer marketplace. Braunold continued: “We’re in the fortunate position to have this product offering available for manufacturing at a time when the market is actively seeking solutions to a serious wellness problem facing society as a whole – we believe we can help people improve their wellness and overall outlook on themselves and the community they live in by encouraging more daily activities which could lead to a better quality of life and self confidence for individuals”.

For more information on the SPO wellness bracelet or interest in commercial participation in this product offering, please contact [wellness@spomedical.com](mailto:wellness@spomedical.com).

**About SPO Medical:**

SPO Medical ([SPOM](#)) a leading developer of biosensor and microprocessor technologies for use in portable monitoring devices to capture life-saving and life-enhancing information within four key markets: medical care; home and remote-care; sports and wellness; and safety and security. Its patented technology uses information gathered from the reflectance of light on the human blood stream, in a non-invasive manner, to monitor key vital signs. The Company licenses its technologies to appropriate client corporations for commercialization and distribution. For more information, visit [www.spomedical.com](http://www.spomedical.com) and [www.spobaby.com](http://www.spobaby.com).

**Forward Looking Statements:**

*This press release contains forward-looking statements that involve substantial uncertainties and risks. These forward-looking statements are based upon our current expectations, estimates and projections about our business and our industry, and that reflect our beliefs and assumptions based upon information available to us at the date of this release. We caution readers that forward-looking statements are predictions based on our current expectations about future events. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties and assumptions that are difficult to predict. Our actual results, performance or achievements could differ materially from those expressed or implied by the forward-looking statements as a result of a number of factors, including but not limited to, market acceptance of our products and new product applications, product performance, size of prospective markets, revenues assessments, success of our restructured operations and plans, our ability to generate fees or raise capital to support our business operations and plan, the sufficiency and availability of working capital, changes in economic conditions generally and in more specifically, the introduction of competing products, changes in our operating strategy or development plans patent protection for our products and technologies, changes in economic conditions generally and in more specifically, in the markets we operate, changes in technology, legislative or regulatory changes that affect us and the risks and uncertainties discussed under the heading "Risk Factors" in Item 1 of our Annual Report on Form 10-K for the fiscal year ended December 31, 2009. We undertake no obligation to revise or update any forward-looking statement for any reason.*

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