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## **SPO MEDICAL ANNOUNCES STRATEGIC PARTNERSHIP WITH BREWER SPORTS INTERNATIONAL**

### **Agreement enables endorsements and sponsorship of SPO wellness products**

New York, NY – July 7, 2010. SPO Medical Inc. ([SPOM](#)) announced today that it has entered into a long term partnership agreement with Brewer Sports International (BSI) to maximize sales and recognition of SPO's wellness product line. BSI will utilize its extensive network to secure product endorsements and sponsorships for a series of SPO products, including an innovative wellness bracelet and unique sports watch currently under development.

Brewer Sports International is one of the world's fastest growing multi-faceted advisory firms with a focus on the business of sports and wellness. Based in New York, with offices in Miami, Los Angeles and Minneapolis, BSI was founded by Jack Brewer, a five-year NFL veteran and former team captain on three NFL teams. Brewer Sports International has created an unprecedented portfolio of sports and wellness related businesses and has also led a variety of successful marketing campaigns. BSI's clients include professional athletes, sports agencies, sports companies, financial services companies, high net worth individuals and entertainers.

Michael Braunold, President and Chief Executive Officer of SPO Medical commented: "Our new partnership with BSI under Jack Brewer's leadership brings a wealth of diverse experience to SPO. Jack's dynamic and innovative entrepreneurship together with SPO wellness products creates a team with great synergy and the ability to maximize product opportunities specifically relating to wellness applications for the consumer mass-market".

Jack Brewer, Chief Executive Officer of BSI commented: "After reviewing SPO's exciting portfolio of wellness products, we believe we can successfully apply our years of market experience to create strategic marketing campaigns with national brand recognition endorsed by professional athletes. Our expertise in marketing concepts including endorsements deals, sponsorship opportunities, public relations and social networking will be made fully accessible to SPO. We believe our vast network of professionals will enable SPO to reach audiences across numerous media fields, which in turn will increase their product marketability to the consumer. We view this partnership as a great opportunity for both companies".

SPO's current wellness products include an innovative bracelet and a unique sports watch. The bracelet, designed for both children and adults, features a display function to continuously measure the number of daily movements against preset recommended goals. SPO has designed and patented the bracelet to be an affordable, simple-to-use, fashion accessory to encourage users to increase their mobility and overall wellness and to wear it with pride. The SPO sports watch has been designed to measure continuous

heart-rate without the need to wear a conventional chest strap – a major and unique practical advantage for the general leisure and wellness market.

Braunold continued: “Our goal is to work with BSI to launch these new products that will help people improve their general wellbeing and overall confidence about themselves. Partnership with BSI has tremendous potential in delivering everyday solutions to those who seek a better quality of life by encouraging more daily exercise and hence a healthier lifestyle”.

For more information on the SPO wellness product line, please contact [wellness@spomedical.com](mailto:wellness@spomedical.com)

#### **About SPO Medical**

SPO Medical ([SPOM](http://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. Company web sites can be viewed at [www.spomedical.com](http://www.spomedical.com) and [www.spobaby.com](http://www.spobaby.com)

#### **About Brewer Sports International**

Brewer Sports International (BSI) is one of the world’s fastest growing multi-faceted advisory firms with a focus on the business of sports and wellness. Based in New York, with offices in Miami, Los Angeles and Minneapolis, BSI was founded by Jack Brewer, a five-year NFL veteran and former team captain on three NFL teams. Mr. Brewer has a wealth of diverse experience which is exemplified by his track record of success as a Wall Street asset manager. Mr. Brewer is a dynamic and innovative entrepreneur, a devoted philanthropist and the founder of the highly regarded nonprofit organization - JBF Worldwide. Mr. Brewer currently serves as the Chairman of the United Nation’s Millennium Development Goals Awards Sports and Entertainment Committee. Under Jack Brewer’s leadership, combined with a diverse team of experienced professionals, Brewer Sports International has created an unprecedented portfolio of sports and wellness related businesses, including a registered investment advisory – Brewer Capital Management and an experienced lending company – BSI Secured Lending. Brewer Sports International has also led a variety of successful marketing campaigns. BSI’s clients include professional athletes, sports agencies, sports companies, financial services companies, high net worth individuals and entertainers. For more information, visit [www.brewersports.com](http://www.brewersports.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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