

PRECISE MARKETING INC. *NEWS*

FOR IMMEDIATE DISTRIBUTION

SPO MEDICAL'S CHECK MATE™ DEBUTS AT NEW YORK CITY'S NOVEMBER 6, 2005 MARATHON

Compact, Low-Cost Finger Pulse Oximeter Enables Runners to Monitor Vital Signs for Endurance and Performance

New York, NY – November 3, 2005 – SPO Medical (SPOM.PK), a leading developer of biosensor and microprocessor technologies in portable monitoring devices, today introduced at the New York City Marathon the Check Mate™, its non-medical spot-check finger monitor which measures oxygen saturation and heart rate. SPO Medical's US distributor, Precise Marketing, will be demonstrating this new product to marathon runners and sports enthusiasts worldwide in Booth Number 341 at the ING New York City Marathon Health and Fitness Expo, which takes place November 3-5, 2005, at the Jacob Javits Center.

Drawing more than 85,000 applicants, the race attracts many world-class professional athletes, not only for the more than \$500,000 in prize money, but also for the chance to excel in the media capital of the world before two million cheering spectators and 260 million worldwide television viewers. As any one of the 635,000 past participants will attest, crossing the finish line in Central Park is one of the great thrills of a lifetime.

SPO Medical's Check Mate is the non-medical sports version of its FDA approved PulseOx 5500™. Both use patented Reflective Pulse Oximetry (RPO) technology to measure heart rate and oxygen saturation, and are designed to be resistant to many forms of motion. Check Mate is specifically designed for sports enthusiasts, such as runners, joggers, bikers and mountain climbers, who want a lightweight unit to monitor their reactions to athletic activities. It's ideal for people who want to build their stamina and endurance by monitoring heart rate and oxygen saturation levels. Check Mate can even be used as an effective tool by aviators who want to check for in-flight hypoxemia!

"With over 85,000 marathon applicants, and millions of running enthusiasts, friends and family members cheering them on, the New York City Marathon is the premium event for introducing our new product," stated Ephraim Ruttner, President of Precise Marketing Inc., a leading US distributor of the product. "Check Mate is an ideal tool runners can use to monitor their reactions to exercise; using vital sign feedback they can develop muscles to achieve peak performance from each workout. Most important, it's lightweight, has a battery that lasts around 1,000 hours, and is less expensive than other pulse oximeters on the market."

For more information on Check Mate™, including a picture, visit www.spomedical.com/checkmate.php or visit www.precise-marketing.biz.

#

Company Contact:

Ephraim Ruttner
eruttner@precise-marketing.biz
516-625-3484

Press Contact:

Jerry Cahn, Ph.D., J.D.
jerry@brilliantimage.net
646-827-0009

Precise Marketing Inc.

100 Forest Drive * Greenvale * NY * 11548
P: 516-625-3484 * F: 516-625-3489