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News Release

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URGENTRX LAUNCHES LINE OF INNOVATIVE AND PORTABLE, FAST-ACTING MEDICATIONS ACROSS COLORADO

Just in time for American Heart Health Month, local company offers life-saving medication in credit card-sized packets for ultra convenience and easy consumption in case of heart attack, aches and pains, and headaches

Denver, CO – February 7, 2011 – Colorado start-up, [UrgentRx](http://UrgentRx.com), today announced the launch of a new line of fast-acting, powdered medications in convenient credit card-sized packets, including [UrgentRx Aspirin to Go](http://UrgentRx.com), a life-saving product specifically developed as heart attack first aid. February is the [American Heart Association's](http://AmericanHeartAssociation.org) American Heart Health Month, making the introduction of UrgentRx Aspirin to Go timely as research supports the benefits of taking aspirin at the first signs of a heart attack.

UrgentRx provides over-the-counter (OTC) medications in innovative, patent-pending credit card-sized packaging. The new company's initial product line consists of UrgentRx Aspirin to Go, [UrgentRx Headache Relief to Go](http://UrgentRx.com), and [UrgentRx Ache & Pain Relief to Go](http://UrgentRx.com). UrgentRx OTC medications are formulated in a pleasant tasting powder that doesn't require liquid to take and work nearly 2.5 times faster than traditional pills or tablets. Additionally, the credit card-sized packets, designed to easily fit in a wallet or purse credit card slot, are significantly more portable and readily available in times of medical emergencies. The UrgentRx product line is available now at King Soopers, City Market, Pharmaca, Kum & Go, Bradley Petroleum, and Clark's Market stores statewide.

"Studies show that a heart attack victim is 23 percent more likely to survive by taking aspirin immediately at the first sign of symptoms," said Jordan Eisenberg, UrgentRx founder and CEO. "However, heart attacks and other medical emergencies rarely happen when you're standing in a pharmacy. They happen



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when you're out hiking, running, golfing, traveling, working and living life. UrgentRx products are designed for convenience in a rapidly digestible form, intended to be with you at all times. This is big news for potential heart attack victims, as well as sufferers of headaches and everyday aches and pains.”

Aspirin's primary benefit during a heart attack is that it makes blood platelets less prone to clotting. Taking aspirin immediately at the onset of heart attack symptoms helps prevent the formation of additional blood clots which block blood flow through clogged arteries. Thus, further heart muscle damage may be prevented or delayed by taking aspirin, buying a heart attack victim critical time to get to a hospital for treatment by a doctor. Additionally, research shows that taking aspirin in powdered form is absorbed into the bloodstream approximately 2.5 times faster than swallowing an aspirin pill whole. This is critical, as every second counts in the event of a heart attack.

“Every EMT and paramedic in the world carries aspirin for the treatment of an acute cardiac event,” said Dr. Barry Molk, a leading Denver cardiologist and Fellow of the American College of Cardiology. “Making a 325mg dose of portable aspirin available to consumers in fast-acting powder form is a brilliant idea. Starting today, with UrgentRx, it's a little easier to protect yourself, your friends and your loved ones from dying of a heart attack.”

UrgentRx is a privately held company founded by entrepreneur and Colorado resident Jordan Eisenberg. In addition to raising a significant amount of private funding, UrgentRx also announced today that they are the first recipient of the [University of Colorado Denver Business School's](#) student-run Rutt Bridges Venture Capital Fund at the [Bard Center for Entrepreneurship](#). UrgentRx will receive start-up funding of \$50,000. The team of students at the Bard Center selected UrgentRx from more than 80 businesses based on the innovative nature of the product and its potential to become a significant player in the market.

About UrgentRx

[UrgentRx](#) provides over-the-counter medications in an innovative fast-acting powder format, available in convenient, single-dose, credit card-sized packets for easier portability and accessibility. Initially developed for heart attack victims, who are 23% more likely to survive by taking aspirin at the first sign of a heart attack, UrgentRx's products also provide quick and easy relief from headaches and aches and pains. UrgentRx is the first recipient of the [University of Colorado Denver Business School's](#) student-run Rutt Bridges Venture Capital Fund at the [Bard Center for Entrepreneurship](#), selected for the



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innovativeness of the product and its potential to become a significant player in the market. Based in Denver, Colorado, UrgentRx was founded by entrepreneur Jordan Eisenberg in 2010. For more information, please visit www.urgentRx.com.