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SAVING LIVES AND MONEY WITH ONE SMALL CARD

LOS ANGELES – (October 24, 2007) – In celebration of its one-year anniversary the **My Very Necessary Medical I.D. Card** is not only saving the lives of its cardholders, it's saving them money.

Launched October 13, 2006, **My Very Necessary Medical I.D. Card** is the brainchild of inspirational author and founder of the Nancy Davis Foundation for Multiple Sclerosis, Nancy Davis, the simple, wallet-sized card, is not only a safeguard against the approximately 108,000 deaths and 400,000 injuries incurred each year in the United States as a result of preventable medical mistakes—it is a valuable money-saving tool.

Now, regardless of medical insurance status, age, or income, **My Very Necessary Medical I.D. Card** members receive a prescription discount card that qualifies them to save up to 15 percent off brand name prescriptions and up to 55 percent off generic prescriptions at 46,000 pharmacies nationwide.

Through raising five children and her more than 15 years of living with Multiple Sclerosis, Davis—who has appeared on shows such as Dr. Phil to share her expertise—knows first-hand how valuable it is to have easy-access to important medical information.

The card effectively contains a users' most essential medical information, including allergies, blood type, medical history, insurance carrier, physician's contact information, and personal legal wishes. From college students to travelers, baby boomers to emergency personnel, the instructive card communicates imperative information for its users, in the event that they can't.

With the goal of empowering members to take a more active role in managing and understanding their personal healthcare history and records, Davis is committed to strengthening individuals through knowledge and the use of this special card. From the customer service hotline that is available 24/7 to the continually expanding features of the Card, Davis is helping individuals ensure the safety of themselves and the ones they love.

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Annual membership for individuals is \$40, \$60 for couples, and \$30 for each additional family member. Members receive the free prescription discount card as part of their subscription and can use the card without limitations.

To become a member, visit the **My Very Necessary Medical I.D. Card** Web site at <http://www.verynecessaryid.com> or call (800) 796-6431.

My Very Necessary Medical I.D. Card is not defined as a “Covered Entity” and is not bound by HIPAA guidelines for privacy compliance.

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****Nancy Davis is available for interviews, please contact Shout! PR to schedule or for more information.**

About My Very Necessary Medical I.D. Card

My Very Necessary Medical ID Card contains essential medical information in case of an emergency when the cardholder can't speak for himself. The service allows cardholders to store and retrieve medical and legal records and will assist in reducing healthcare inefficiencies, limit the possibility of medical errors and ensure one's legal wishes. It will empower members by making them more active partners in the managing and maintenance of their own healthcare records. **My Very Necessary Medical ID Card** ensures a safe and secure method to organize, store and immediately access one's important medical information and legal wishes from anywhere in the world by using the Internet or calling a customer service operator 24/7. For more information, visit www.verynecessaryid.com.

About Nancy Davis

Diagnosed with Multiple Sclerosis fifteen years ago, Nancy Davis has since been tirelessly committed to the advancement of research and treatments in the fight against M.S. Having created the Nancy Davis Foundation for Multiple Sclerosis and The Center Without Walls – a network of top M.S. researchers dedicated to developing therapeutic approaches to eradicating M.S. – Davis' efforts, which include the annual RACE to Erase M.S., have raised tens of millions of dollars for the cause. Davis has also authored the inspirational book, *Lean On Me: 10 Powerful Steps to Moving Beyond Your Diagnosis and Taking Back Your Life* and created the Peace & Love jewelry line, a portion of the proceeds of which are donated back to The Center Without Walls. Wife and mother of five, Davis resides in Los Angeles and remains active as a black-belt in karate and an avid skier and tennis player. Her family is the reason she was so determined to fight to regain her health and stay healthy.