

FOR IMMEDIATE RELEASE

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Revolutionary Floor Product To Help Reduce Injury Due To Falls

A revolutionary new flooring product has been developed to help with injury prevention related to falls by the growing elderly population. SorbaSHOCK™ was specifically designed to cushion the body at acute points and potentially reduce injury.

According to the Centers for Disease Control and Prevention, one in three adults over the age of 65 fall each year in the United States. Every year, falls among the elderly population cost the nation more than \$20.2 billion in direct medical costs and result in the deaths of more than 13,000 people over the age of 65.

The magic behind SorbaShock's product is its patent-pending technology exclusively licensed from the University of Notre Dame. The 24 x 24 inch tile reduces the impact force generated by falls, which potentially means fewer broken bones and hospital stays.

According to Sam Simonson, Partner, President & CEO of SorbaShock, LLC, "The benefit of the SorbaSHOCK Dual-Stiffness™ technology is that it retains its solid feel and remains stable during normal activities. However, when a fall occurs, the floor is designed to cushion the body at acute points and can absorb a significant amount of the impact."

Heritage Corner Health Care Campus in Bowling Green, OH, is taking advantage of this revolutionary technology.

"We are always looking for ways to improve the safety of our residents. So, when we heard about the amazing performance of the SorbaSHOCK™ product, we knew we had to have it," said Debra Manley, owner and director of operations at Heritage Corner.

SorbaShock, LLC is a subsidiary of LifeLink Technologies, LLC and both privately held companies are located in Fort Wayne, Indiana with current manufacturing being outsourced in Ohio. SorbaShock is exploring options for establishing a permanent presence in either Ohio or Indiana. The emerging company designs, manufactures and markets a tile installed under commercial flooring that reduces the impact force when a fall occurs.

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