

## MEMORANDUM

To: Speech and Language Pathologists  
From: Tom Ireland, President, AlternativeElectrodes.com  
Date: January 5, 2010  
Subject: Attached Press Release

Dear Speech Pathologist,

For many years SLPs who were using e-stim to treat patients with swallowing disorders were required to pay over \$17 per treatment for electrodes. I thought this price was unreasonable, so three years ago I introduced Alternative Electrodes as an alternative source of electrodes. Our electrodes cost just over \$3 per treatment and are high-quality, silver-carbon electrodes.

In recent years many confusing statements have been made about our products. In March 2008 Alternative Electrodes filed a lawsuit against Empi and VitalStim related entities. I am pleased to report that this lawsuit was recently resolved. Please review the attached Press Release announcing the settlement. This Press Release contains a statement by VitalStim's parent company regarding the safety and legality of Alternative Electrodes.

Please pass this along to all of your professional colleagues who might be interested.

For the hundreds of SLPs who are currently using Alternative Electrodes, thank you for your continued business. We look forward to serving you in the future.

For those who are not current customers, please consider switching to Alternative Electrodes. You can spend more for electrodes, but you can't buy a better electrode. We would greatly appreciate the opportunity to serve you and to help you save money while treating more patients.

Please contact me if you have any questions or would like to receive some free samples.

Tom Ireland  
President, AlternativeElectrodes.com  
772-408-8085 (message and fax line)

January 5, 2010

Dear Director of Speech Therapy,

You are interested in saving money, aren't you? I'd like to help you do that. By switching to Alternative Electrodes you can begin the New Year by substantially reducing your electrode costs.

**CLINICALLY PROVEN**

Alternative Electrodes have been used by SLP's since November, 2006 to treat patients with swallowing disorders. Since then, Alternative Electrodes have been safely and effectively used in over 300,000 treatments. The proof is with the patient – our electrodes work, and they work well. Many clinicians have said they prefer Alternative Electrodes over other electrodes they have used in the past.

**CLEARED BY THE FDA**

Alternative Electrodes have been cleared by the FDA for use on the face and the anterior portion of the neck and for the strengthening and re-educating of muscles located in the face and the throat.

**Check out these features:**

- Individual electrodes for easy placement – no cutting or trimming needed.
- High quality silver-carbon construction for smooth, even distribution of current over the entire surface of the electrode. No “hot spots”. This provides for more comfortable and more effective treatments.
- Available in a variety of sizes and with either a mini-snap connector or a pin-style wire lead connector.
- Reusable, and cost less than \$3.50 per treatment. **WHY PAY MORE?**
- Made in the U.S.A. under strict manufacturing guidelines.

Healthcare companies all across the United States are making the switch to Alternative Electrodes and are saving lots of money. You can too. We would greatly appreciate your business. Samples are available. Please visit our website at [www.AlternativeElectrodes.com](http://www.AlternativeElectrodes.com) for price lists, ordering information and sample requests.

Finally, in recent years there has been some confusion about Alternative Electrodes. The attached press release announcing the settlement of a lawsuit we filed against Empi and VitalStim related entities should eliminate that confusion. You can pay more for electrodes, but you simply can't buy a better electrode. Switch today and start saving money.

If you have any questions, do not hesitate to contact me at 772-408-8085.

Sincerely



Thomas H. Ireland  
President  
AlternativeElectrodes.com L.L.C.

## **Alternative Electrodes LLC Announces Settlement of Unfair Competition Lawsuit Against VitalStim and Related Entities**

*Palm City, Florida, December 31, 2009* –Alternative Electrodes LLC, [www.AlternativeElectrodes.com](http://www.AlternativeElectrodes.com), announced today that it has settled the lawsuit it filed in March 2008 against DJO Incorporated, VitalStim LLC, Encore Medical, L.P. and affiliated companies (collectively “VitalStim”) in the United States District Court for the Eastern District of New York alleging Lanham Act violations, antitrust violations, unfair competition, and other business torts.

The terms of the settlement are confidential. However, as a result of the settlement, DJO LLC (the parent company of the VitalStim entities) states as follows:

**DJO wishes to clarify certain statements made previously about the use of Alternative Electrodes’ (AE) replacement electrodes with the VitalStim device. While DJO does not recommend or approve the use of AE electrodes with the VitalStim device, DJO has not conducted formal testing establishing that AE products are unsafe for such use. At this time, DJO is not aware of any adverse events resulting from the use of AE electrodes with the VitalStim device in the field. DJO is not aware that there is any legal prohibition on clinicians, therapists and administrators of VitalStim Therapy using AE electrodes with their device, or that the use of AE electrodes with the device would lead to the loss of such persons’ medical licenses. Clinicians, therapists and other administrators of VitalStim Therapy must use their professional judgment in treating patients with dysphagia.**

“I am delighted to see this case settled,” said Tom Ireland, President and CEO of Alternative Electrodes. “Our position has always been that there are no legal, regulatory, safety or other issues which would prevent speech pathologists from using our electrodes. We hope the resolution of this lawsuit will encourage new customers to try Alternative Electrodes.”

“We introduced our mini-snap electrodes in 2006 so speech pathologists could have a choice of vendors. Since that time, Alternative Electrodes have been safely and effectively used for over 300,000 treatments. Our electrodes have been cleared by the FDA for use on the face and the anterior portion of the neck, and are high-quality, silver-carbon electrodes which are reusable and which offer significant savings to hospitals, nursing homes and other facilities. In today’s economic climate, all electrode users should consider switching to Alternative Electrodes.”

### **About Alternative Electrodes LLC**

Based in Florida, Alternative Electrodes LLC is a privately held distributor of high-quality electrodes. For questions about Alternative Electrodes, please contact Tom Ireland, President and CEO, at 772-408-8085 or via [www.AlternativeElectrodes.com](http://www.AlternativeElectrodes.com).

Instructions: Please provide the following information. Print or Type. Fax to AlternativeElectrodes.com Customer Service at 772-408-8085 to place an order

<p>Bill To:</p> <p>_____</p> <p style="text-align: center;">COMPANY NAME</p> <p>_____</p> <p style="text-align: center;">ACCOUNTS PAYABLE CONTACT NAME</p> <p>_____</p> <p style="text-align: center;">STREET ADDRESS</p> <p>_____</p> <p style="text-align: center;">CITY, STATE, ZIP</p> <p>_____</p> <p style="text-align: center;">EMAIL ADDRESS</p> <p>_____</p> <p style="text-align: center;">A/P PHONE/EXT.      A/P FAX</p>	<p>PO Number: _____</p> <p>Ship To: _____</p> <p>_____</p> <p style="text-align: center;">COMPANY NAME</p> <p>_____</p> <p style="text-align: center;">SHIP -TO CONTACT NAME</p> <p>_____</p> <p style="text-align: center;">STREET ADDRESS</p> <p>_____</p> <p style="text-align: center;">CITY, STATE, ZIP</p> <p>_____</p> <p style="text-align: center;">EMAIL ADDRESS</p> <p>_____</p> <p style="text-align: center;">A/P PHONE/EXT.      A/P FAX</p>
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<u>Part No.</u>	<u>Quantity</u>	<u>Description</u>	<u>Cost</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____ Card Type (MC, VISA, etc.)			
_____	_____	_____	_____
Credit Card Number	_____	Exp .Date	Shipping <u>\$8.95</u>
_____	_____	_____	Total _____
Signature _____			_____

Ordered By: (PLEASE PRINT)	Date
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**PRODUCTS:**

<u>Part No.</u>	<u>Description</u>	<u>Price</u>
800MSC	.8" Round Electrode (with mini-snap connector) bag of 10 packs	\$98.50
1000MSC	1" Round Electrode (with mini-snap connector) bag of 10 packs	\$102.50
800LC	.8" Round Electrode (with pin connector) bag of 10 packs	\$72.50
1000LC	1" Round Electrode (with pin connector) bag of 10 packs	\$75.00
PPT	Paper Tape 1" (price per roll)	\$ 2.00
SPP	Kendall Preppies Skin Prep Pads (box of 50 pads)	\$10.95