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NEWS FOR IMMEDIATE RELEASE

BioMass Health Management Systems chooses Datakey Electronics' Tokens for their High-Tech Exercise Kiosks

Savage, Minnesota, October 14, 2004. . . Datakey Electronics, Inc., manufacturer of rugged, re-programmable keys and tokens, and **BioMass Health Management Systems**, an engineering firm located in Utah, announced that Datakey Electronics' tokens have been successfully incorporated into the BioMass high-tech data collection kiosks. This system can be used to increase workout program efficiency and has already been implemented as part of the L.I.F.T.™ (Leadership in Fitness Training) America campaign to reduce obesity in children.

The kiosk uses bio-impedance technology to determine body composition and measures percent body fat (PBF) and body mass index (BMI). As part of the L.I.F.T. program, schools are required to submit this data, and other fitness-related data collected in the school's physical education center over a three-year period. The data is evaluated in order to understand trends with the goal of using that knowledge to positively impact the health and wellness of future generations. At the individual participant level, this program facilitates the school's ability to individually tailor fitness goals and to monitor each student's progress toward achieving their goals.



One of the primary technologies BioMass needed in order to complete their design was a reliable way to collect and transfer fitness data. BioMass was introduced to Datakey Electronics, a company with over 28 years experience in this type of application, by their local manufacturer's representative, Steve Krebsbach from Scientific Sales Corporation. Datakey Electronics was able to provide a proven, off-the-shelf product that stores the necessary data in a safe, portable package. They were also able to quickly customize an existing reader/writer to meet the application's specific requirements.



The first school in Minneapolis, Minnesota to implement the program was the Anne Sullivan Communication Center (K-8th grade). *"We implemented this system because it allowed us to add a fitness component to Physical Education that we hope will help students develop a lifetime approach to wellness,"* commented Amy Strickland Johnson, Fitness Center

Instructor, Ann Sullivan Communication Center. This state of the art school had an original version of the system that utilized a different portable memory device, but it had problems working properly in the harsh gymnasium environment.

At the Anne Sullivan Communication Center, the student checks in to the fitness center, receives a Token, and goes to a BioMass Kiosk to log in. Once logged in the student places their palms on the metal pads to have their weight and percentage of body fat recorded (see picture above). The student then removes the token and inserts it into the workout station. Everything the student does at the station is recorded onto the token. At the end of the session, the student downloads their session information back into the BioMass Kiosk

"Our students love the immediate feedback and progress tracking they get with the system," added Mrs. Strickland Johnson. *"We do Pre-, Mid- and Post-testing during the school year so students can see how much weight they've lost and strength they've gained. This type of feedback, where the students can see their progress, helps keep them engaged in the program."*

After each student has uploaded their information to the kiosk, the token is erased and is ready to be used by the next person. The fitness plan instructor uses the “administrator key” to download all users’ information onto (1) larger capacity Datakey Electronics token. This allows the fitness instructor to upload the information to their computer, analyze what was done, and scientifically set each user’s plan for the next workout. Also, having this information readily available in the PC provides an easy way to transfer the data, such as when schools submit the necessary data to L.I.F.T. America.

By choosing Datakey Electronics, BioMass Health Management Systems was able to procure a proven product that could survive in a rugged, exercise environment.

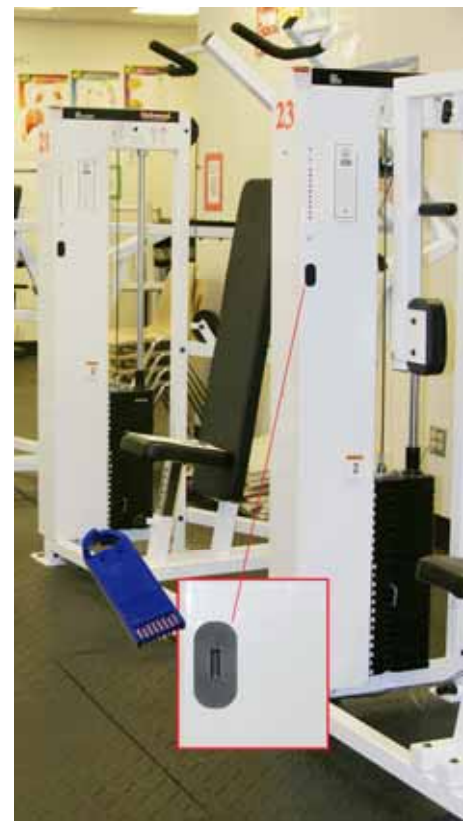


By taking advantage of the characteristics of the Datakey Electronics off-the-shelf product, BioMass Health Management System was able to greatly reduce R&D time and cost, reduce the cost of the final product, and bring the product to market much sooner. This versatile solution also offered other value added features BioMass Health Management Systems could not

find with other solutions, such as a large capacity “administrator key” and color identification.

“We started off building our own memory key that was bulky, had low memory capacity, and was rather fragile. Once we saw Datakey Electronics rugged, standard product we were able to simplify our design, lower our development costs and the cost of the product,” said Andrew Peterson, President, BioMass Health Management Systems. *“The larger memory capacity also allowed us to add a number of features to the Kiosks including being able to design a system that allows the information on the user keys to be downloaded to the instructor’s larger memory key.”*

“We also love the form factor,” added Mr. Peterson. *“The token is small, compact, easy-to-use and available in various colors for instructor/user identification. It also lends*



itself to being disinfected often during its long lifetime, an important characteristic in a locker room environment."

"We are pleased to be able to supply a standard product that helps this equipment be more accessible and meets the needs of this project," said Brian Mishuk, Business Development Engineer, Datakey Electronics. *"Datakey Electronics, as well as our Colorado sales representative Steve Krebsbach of Scientific Sales Corporation, has enjoyed working with BioMass Health Management Systems and we expect the program to be very successful. We are proud to have our rugged, reliable, fully engineered system incorporated into a product designed to improve health in both children and adults."*

The BioMass Health Management System can easily be implemented by other foundations or organizations to achieve the same benefits.

About Datakey Electronics, Inc.

Datakey Electronics offer s a complete catalog of fully-engineered data transport solutions. The product lines consist of proprietary memory keys and other custom-shaped tokens containing non-volatile memory, mating receptacles, reader/writers and development kits. These products are used world-wide in hundreds of military and commercial applications, providing a cost-effective and reliable way of storing and transporting electronic information where conventional methods would not survive. In addition, Original Equipment Manufacturers (OEMs) choose Datakey Electronics because unlike consumer products, they offer life-of-product support.

Datakey Electronics, Inc. has a world-wide base of customers including General Dynamics, Raytheon, Siemens, New York Health and Hospital Corporation, Gasboy (a division of Gilbarco), governments and other multi-national corporations.

Datakey Electronics, Inc., based in Savage, MN, is a minority woman-owned business with a complete manufacturing facility and substantial capacity for production growth.

About BioMass Health Management System

BioMass Health Management Systems is dedicated to helping people achieve their health and fitness goals. BioMass Kiosks can be found in schools and fitness clubs throughout the United States.

For more information about Datakey Electronics, Inc. visit: www.datakeyelectronics.com

For more information about BioMass Health Management System visit: www.biomasshms.com

For more information about the Ann Sullivan Communication Center visit:

<http://sullivan.mpls.k12.mn.us/>

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