



Contact: John Romano
LCR Hallcrest
Ph. 847.998.8580
Fax 847.998.8051
john@hallcrest.com

**FOR IMMEDIATE RELEASE: New Product - PremieWorld Baby Safe Pack
Contains Forehead Thermometers, Bath Thermometer and UV Meter**

Glenview, IL – January 15, 2010 - LCR Hallcrest an international leader in Color Change Temperature Indicating Technology and Graphics is pleased to announce a formal partnership with PremieWorld, LLC a worldwide leader in assisting new parents acclimate to their premature infants. Together the two companies are producing a PremieWorld Baby Safe Pack for parents of preemies. Safety is a preemie parent's number one concern for their children. The PremieWorld **Baby Safe Pak** will give parents the relief they need in a combination of thermometers that include Reusable & Disposable Forehead Thermometers – a must-have especially in view of the Swine Flu epidemic - a Bathtub Water Temperature Tester, and a Ultra-Violet Sun Safe Meter.

"These products provide parents and other caregivers with the ability to keep their child safe from harm in a variety of situations," says Deb Discenza, Co-Founder of PremieWorld LLC. *"No parent wants to have their child suffer from an extremely high fever, a bath that is too hot, or from overexposure to the sun's UV rays. Preemies are extra sensitive to these conditions so it is important that they have these tools at hand for ease of use."*

"My son, Nicholas, due to his Dysautonomia of Prematurity, has the forehead thermometer on his forehead 24/7/365 as he is unable to regulate his body temperature," comments Nicole Conn, Co-Founder of PremieWorld LLC. *"I know firsthand how many times Nicholas has been kept safe from severe spiking temperatures due to LCR Hallcrest's brilliant ThermoStrip. This and the rest of our products are indispensable for the preemie parent that wants to have that edge in caring for their child medically and otherwise."*

"This isn't just for preemie babies, however." Discenza and Conn are both fervent in their belief that *"every parent needs a PremieWorld Baby Safe Pack for their baby, preemie or otherwise!"*

The PremieWorld Safety Baby Safe Pack will be available online at the www.PremieWorld.com store and www.thermometersite.com in late January 2010.

**For Information contact: info@hallcrest.com
Phone: 847.998.8580**

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