
SPO MEDICAL DEMONSTRATES BREAKTHROUGH TECHNOLOGY**Applications include sports and wellness products for the consumer market**

New York, NY – Aug 17, 2009. SPO Medical Inc. ([SPOM](#)), a leading developer of biosensor and microprocessor technologies for use in portable monitoring devices, announced today that it has successfully demonstrated to several leading sports and fitness watch manufacturers its vital sign technology for measurement of the heart rate via a conventional wrist watch, negating the need of the traditional chest strap currently used by most sports watch manufacturers.

Demonstrations were performed using a wrist watch incorporating SPO's proprietary and patented technology based on the reflectance of light. The ability to accurately and reliably measure heart-rate from the wrist area during motion has been a major challenge for the sports watch industry which typically requires a chest-strap for acquiring heart-rate readings that are generally displayed on a wrist watch.

Michael Braunold, President and Chief Executive Officer of SPO Medical commented: "Monitoring the heart rate and its derivatives in sports and general wellness applications without the need of a cumbersome and generally uncomfortable chest-strap has eluded the industry since inception of the professional sports watch. Our technology, when applied to a sports watch will be a major advantage for many users, both men and women alike who find the chest strap inhibitive to their sports or leisure activity and generally uncomfortable. We have overcome technological hurdles as a result of several years' of research and experience gained from our commercial medical product line".

The worldwide annual market for sports watches incorporating a chest strap is estimated in excess of US\$1 Billion. The appeal in this market of a wrist watch that does not require a conventional chest strap for measurement of heart rate and the significance of product derivatives for the general leisure and wellness market, create new opportunities worldwide for SPO. Braunold continued: "Our goal is to engage leading manufacturers and to develop together mass-market consumer product offerings that require heart rate and other wellness derivative measurements during sport and general leisure activities".

About SPO Medical:

SPO Medical ([SPOM](#)) a leading developer of biosensor and microprocessor technologies for use in portable monitoring devices to capture life-saving and life-enhancing information within four key markets: medical care; home and remote-care; sports and wellness; and safety and security. Its patented technology uses information gathered from the reflectance of light on the human blood stream, in a non-invasive manner, to monitor key vital signs. The Company distributes its products through a network of distributors and also licenses its technologies to appropriate client corporations for commercialization and distribution. For more information, visit www.spomedical.com and www.spobaby.com.

Forward Looking Statements:

This press release contains forward-looking statements that involve substantial uncertainties and risks. These forward-looking statements are based upon our current expectations, estimates and projections about our business and our industry, and that reflect our beliefs and assumptions based upon information available to us at the date of this release. We caution readers that forward-looking statements are predictions based on our current expectations about future events. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties and assumptions that are difficult to predict. Our actual results, performance or achievements could differ materially from those expressed or implied by the forward-looking statements as a result of a number of factors, including but not limited to, market acceptance of our products and new product applications, product performance, size of prospective markets, revenues assessments, changes in economic conditions generally and the medical devices market specifically, changes in technology, legislative or regulatory changes that affect us, the sufficiency and availability of working capital, the introduction of competing products, changes in our operating strategy or development plans and the risks and uncertainties discussed under the heading "Risk Factors" in Item 1 of our Annual Report on Form 10-K for the fiscal year ended December 31, 2008. We undertake no obligation to revise or update any forward-looking statement for any reason.

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