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Meridian Health and iMPak Health Announces Sleep “Reality Video” Contest

NEPTUNE, NJ – October 13, 2011- In 20 seconds or less, people have the opportunity to show the world this year’s “sleeper hit”.

Meridian Health, a leading not-for-profit health care organization, and iMPak Health, a joint venture of Swedish-based chip developer Cypak A.B. announced starting on October 17, anyone 18 years or older can submit 20 second video clips of sleep related events in 4 categories to iMPak Health’s SleepTrak Facebook page (www.facebook.com/sleeptrak). The video may feature you or someone you know who has given you permission to use them in the video in a sleeping related event, such as a sleeping baby or someone sleeping in a weird situation or snoring at sonic levels!.

All entries will be judged by the general public and not by Meridian Health and iMPak Health. There will be four video categories, sonic snorers, sleeping pets, sleeping babies and miscellaneous sleep events with one video in each category being awarded the “Best Video.” There will be four “Best Video” winners that will each win a \$250 American Express gift card. Each category winner will then be entered into the final grand prize round for the “Best of the Best” grand prize. The grand prize winner will receive a \$1,000 American Express gift card. Category winners will be notified by email on or about November 9, 2011.

Today, lack of quality sleep is one of the main health concerns of both men and women. Meridian and iMPak Health recently unveiled a SleepTrak card, a credit card-sized wireless device that is worn on the upper arm, and allows users to collect and transfer valuable data about sleep patterns and symptoms associated with inefficient sleep via near field communication (NFC).

“The use of publicly generated videos can be a powerful ally in educating people about different health issues,” said Sandra Elliott, director, Consumer Technology and Service Development, Meridian Health. “We want people to have fun, share their funny sleep related videos, and help spread the word on the importance of sleep in overall health and wellness.”

“Best of the Best” finalists will have their videos displayed on the iMPak Health’s Facebook page from November 9, 2011 – November 20, 2011. Facebook users will be allowed to vote on those videos during these dates.

To be notified of the launch of the contest, simply “like us” on our facebook page at (www.Facebook.com/sleeptrak).

About Meridian Health

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Meridian Health (www.meridianhealth.com) is a leading not-for-profit health care organization in New Jersey, comprising Jersey Shore University Medical Center and K. Hovnanian Children's Hospital in Neptune, Ocean Medical Center in Brick, Riverview Medical Center in Red Bank, Southern Ocean Medical Center in Manahawkin, Bayshore Community Hospital in Holmdel, and Meridian Partner Companies that include home health services, skilled nursing and rehabilitation centers, ambulatory care, ambulance services, and outpatient centers. Meridian Health has consistently been rated among the top performing health systems in New Jersey for clinical quality, is one of the FORTUNE "100 Best Companies to Work For", and is the recipient of numerous state and national recognitions for patient care and nursing excellence, including the distinction of being the first health system in the country to receive Magnet designation for nursing.

About iMPak Health

A joint venture of Swedish-based chip developer and innovator Cypak and Meridian Health, a not for profit leader, iMPak Health (www.impakhealth.com) brings together the latest in wireless technology and the front-line know-how of today's health care environment to provide consumers and patients with effective and intuitive tools to better manage their health. iMPak Health's mission is to become a leader in developing, easy-to-use devices to screen, diagnose, and monitor health conditions.

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