



SelectWisely product and service information

About the company:

SelectWisely was started in 2004 to offer individuals a simple way to communicate their food allergies while traveling in foreign-speaking countries. The SelectWisely web site allowed customers with food allergies, food restrictions, dietary sensitivities or medical problems to create wallet-sized, laminated travel translation cards specific to their needs. Since 2004 the company has helped over ten thousand people travel around the world worry-free with their customized cards. Beginning in 2006 the company expanded its services beyond food allergies to diabetes, asthma, drug allergies, lactose intolerance, gluten-free and other medical conditions. Today the company continues to provide this valuable service and is now the leading provider of food allergy and health translation cards. Headquartered in Sparta, New Jersey, the company is located about 50 miles (80km) from New York City.

About the customers:

The company's customers are very diverse and located in more than 20 countries around the world. Many are parents traveling with young children who are allergic or who have medical issues. Others are older parents who want to provide translations to their grown children. Some are business travelers, college students, retired people and vacationers. Military families relocating, students studying abroad and newlyweds on cruises are all people who have used SelectWisely for their special diet or medical translations. Customers are primarily from the U.S., Canada, United Kingdom, Australia and New Zealand although we also have customers in Asia, Latin America and Europe.

About the allergy and medical translation cards:

30 types of cards are currently available in the following categories:

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|---------------------------------|-------------------------|
| Food Allergies | Penicillin Allergy |
| Gluten-free/Celiac Disease | NSAIDs Allergy |
| Diabetes Emergency and Pharmacy | Smoke Free |
| Asthma Emergency | Low Salt/Low Sugar Diet |
| Lactose Intolerance | Vegetarian and Vegan |
| Sulfa Allergy | Family Travel |
| General Emergency | Special Orders |

15 common languages are available (English, French, Spanish, German, Italian, Chinese, Japanese, Thai, etc), plus an additional 50 languages through the Special Order program. The Special Order program provides translations for unique food allergies and medical conditions in less common languages (Catalan, Bulgarian, Khmer, Croatian, Czech, Laotian and more).

Over 150 common food and drug allergens are available including nuts, peanuts, wheat, milk, shellfish, soy, sesame and others. Additional non-food allergens are available for translation including latex, sulfites, MSG, bee stings and penicillin.

For more information visit our web site – www.selectwisely.com or by email at mediarelations@selectwisely.com .

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The following feedback is from customers who have used the travel translation cards:

Customer Feedback:

"My recent trip to Italy was a great success thanks to your Italian Strongly Worded food allergy card on peanut/peanut oil. The very first day I used it, the waiter told me that when he showed the card to the chef, the chef told him that I could not eat their pizza because peanut oil is used in the dough. That came as quite a surprise as I had never heard of using peanut oil in dough, but it shows how invaluable the food allergy card is. The cards also proved useful when ordering gelato because of possible cross contamination. The gelato store manager stated that I was safe eating only the fruited gelatos. I highly recommend the use of these life-saving food allergy cards when traveling to any foreign country."

"In Kuala Lumpur, we had 3 nights at the Shangri La hotel, we headed downstairs to the buffet (Lime Garden Restaurant) on the first night and inquired with the chef, she was amazing, she took us around all the different areas of the buffet's (they have different countries food dishes in different areas of their buffet restaurant), showing us which ones we could have and then proceeded to make us different dishes without peanut oil etc, so we could try the different dishes... and she really wanted to do it, consequently we actually "dined in" for all 3 nights and we were treated to a variety of foods from each country each night. We have praised her to her Hotel Manager. So it was a stress free time away and we all enjoyed ourselves, so next time we do it, we know we don't have to panic.... Just have the cards!!!! "

"My daughter did great in China with her food choices. She enjoyed the most freedom she has ever experienced eating out in restaurants. Dairy is used very infrequently in Chinese cooking; however, when needed, the food allergy cards were of great help. The Chinese were very intrigued with the cards. Several people commented that the translations were very accurate and precise! Thank you so much for providing this service; it is well needed and very useful! "

"Not sure if you remember me, but I had ordered Japanese food allergy cards while still in Ohio. We have been in Japan since early Feb. and you had asked if I would let you know how the cards are working.....I have to tell you that they have been a SERIOUS benefit to us here!!! I carry them everywhere and am able to not only use them in restaurants, but also when shopping at an off-base grocery. Even on-base, there are many Japanese who work the restaurants and their English is not very good at times. The quality of the food allergy cards is excellent and we are so thankful to have them. Thanks for putting out such an awesome product."