

COMPASS HEALTH
BRANDS

CES 2017

PRESS KIT

January 5-8, 2017

CES 2017 PRESS KIT

TABLE OF CONTENTS

2

ABOUT US

Compass Health Brands, Carex Health Brands

4

EXECUTIVE BIOS

Stuart J. Strauss, Jeff Swain

6

PRESS RELEASE

7

CONTACT US

ABOUT US



COMPASSHEALTH

Compass Health Brands, a holding company, owns subsidiaries that are leaders in bath safety, durable medical equipment, health aids, medication compliance, mobility, pain management, personal care, respiratory, and sleep therapy serving both professional and consumer markets. The products are used by home care patients, the mobility challenged, senior citizens, and members of the general public.

Professional brands include Roscoe Medical™, InTENSity™ and Viverity™ and are sold through a professional independent dealer network. Consumer brands include Carex®, AccuRelief™, Apex®, Bed Buddy®, STRENGTHTAPE® and TheraMed® and are sold through drug store chains, drug wholesalers, mass merchants, and grocery retailers.

ABOUT US



Carex Health Brands® is a subsidiary of Compass Health Brands that markets its products under the Carex®, Apex®, Bed Buddy®, TheraMed®, STRENGTHTAPE® and AccuRelief™ brand names. The company's brands have achieved broad customer awareness in the marketplace and are used by home care patients, the mobility challenged, senior citizens, and members of the general public. Carex® is the market leader in branded home medical equipment sold through the drug store chains, mass merchants, DME dealers and grocery retailers. Also, with the recent launch of the AccuRelief™ product line, Carex® is now the top provider of pain management products in the market. In addition, Carex® offers one of the broadest product lines in hot/cold therapy, kinesiology tape, and medication compliance. Carex® products are also fully stocked by the drug wholesalers who service this retail market.

EXECUTIVE BIOS

2017 PRESS KIT
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STUART J. STRAUSS

President & Chief Executive Officer

COMPASSHEALTH



**AVAILABLE FOR
INTERVIEWS AT CES
2017 ON JAN 5TH**

In his role as President and Chief Executive Officer, Stuart J. Straus brings over 30 years of consumer products experience in customer development, marketing, branding, and general management both domestically and internationally. Stuart possesses a strong commercial focus providing strategic direction to build long term company growth and expertise in working with customers to co-create brands and programs to drive mutual growth. He has led several companies through start-up, survival, turnaround and expansion modes giving him a strong sense of urgency to drive fast growth and success for customers and for Compass Health.

Prior to joining Compass Health, Stuart was the CEO of Sun & Skin Care Research, a leading manufacturer of sun care and consumer products including such brands as BullFrog and NO-AD. Under his guidance, the company grew their major brands, increased market share, and became the fastest growing manufacturer in the sun care category leading to a sale to a multi-national manufacturer. Prior to Sun & Skin, Stuart was CEO of Personal Care Products, the leading US provider of value health/beauty and household products. While there, he drove the creation of new brands and forged new relationships with strategic customers including Walmart, CVS, Walgreens, & Kroger.

Earlier in his career, Stuart worked in senior management roles for Helene Curtis/Unilever and Andrew Jergens/Kao Brands, and began his career with L'Oréal. In addition to his executive roles, Stuart founded The Beautology Brands Company. Beautology created hair care brands and partnered with major drug chains to create exclusive premium beauty offerings.

Stuart graduated from University of Florida with a B.S.B.A. degree in Finance. He enjoys spending free time with his wife, Roberta, and his two adult children, Matt and Lindsay.

EXECUTIVE BIOS

2017 PRESS KIT
CES 2017
January 5 - 8, 2017

JEFF SWAIN

COMPASSHEALTH

VP of Marketing & Product Development, Retail Channel



AVAILABLE FOR
INTERVIEWS
THROUGHOUT CES 2017

As Vice President of Marketing and Product Development, Retail Channel, Jeff Swain leads the effort in product development, brand management, advertising and ecommerce strategy for the Company.

He brings 20-plus years in healthcare, technology and consumer product marketing to his role and he has extensive expertise in the areas of strategic planning, brand management, product research, advertising, e-commerce, social media and public relations.

Prior to this role, Jeff served as the Director of Marketing and Product Development for Carex Health Brands (a subsidiary of Compass Health Brands) where he successfully managed the Carex Brand family (Bed Buddy™, TheraMed™, Apex™, Carex™, and AccuRelief™) and drove expansion through new innovations, effective management of product mix and margins while growing brand awareness through advertising and grass roots public relation efforts.

Earlier in his career, Jeff served as Senior Manager of Global Marketing at CardScan (A Newell Rubbermaid Company) and as Sales and Marketing Manager at Graphique de France.

Jeff holds a B.S.B.A. in Management with a major in Marketing from the Ohio State University in Columbus, Ohio.

Compass Health Brands Unveils Seven New Pain Management Devices at CES 2017

Offers Media Attendees Relief at CES with Complementary TENS Device Rentals

Quincy, Mass. – Compass Health Brands™ is celebrating the expansion of its AccuRelief™ and TheraMed® brands by revealing eight new TENS, EMS and Massage technology devices at CES 2017. The new health devices aim to bring cutting-edge, therapeutic technology to mobile platforms, allowing consumers to conveniently treat a variety of health issues from soothing fitness injuries to managing chronic pain and much more. Prototypes of the new devices will be available for preview at the show.

To further its commitment to pain management, Compass Health Brands will be offering complementary trials of its AccuRelief™ TENS devices for use throughout the show. Participants will have the opportunity to rent the company's AccuRelief™ Remote Control Wireless as they wander CES, or relax at Compass Health's booth for mid-show relief. The company will even have its AccuRelief™ Ultimate Foot Circulator on hand to help ease sore feet.

"We are so excited to participate in CES 2017 and to have the opportunity to unveil our new pain management devices," said VP of Marketing – Retail, Jeff Swain. "Compass is leveraging its 30 years of TENS expertise in the launch of its new, cutting-edge, over-the-counter TENS therapy devices. Because of America's pain epidemic, we've been working hard to innovate new devices that will help consumers better manage their pain and use technology to seamlessly integrate effective treatments into their daily lives. CES is the perfect place to launch this latest technology. We see such amazing potential to really make a significant impact on the quality of life for those affected by chronic pain."

For more information about Compass Health Brands visit www.compasshealthbrands.com, follow @CarexHealth, or swing by booth #43124 at CES 2017.

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FEATURED AT CES 2017

JAN 5-8, 2017

NEW PRODUCTS

4 NEW THERA-MED DEVICES

3 NEW ACCURELIEF DEVICES



ALSO FEATURED

ACCURELIEF

MINI TENS

SINGLE CHANNEL TENS

DUAL CHANNEL TENS

REMOTE CONTROL WIRELESS

ULTIMATE FOOT CIRCULATOR

... AND MORE!



CONTACT US

For all media inquiries, request product samples or arrange an interview with a Compass Health Brands executive, please contact T-Aira Sims.

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