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FOR IMMEDIATE RELEASE

Active Life Selected for Prestigious Life Science Product Showcase

Santa Barbara, CA, October 9, 2012 - Active Life Scientific, Inc. announced today their next generation BioDent Hfc was selected for the prestigious American Society for Bone and Mineral Research (ASBMR) Laboratory Showcase from October 12-15 in Minneapolis, Minnesota.

The selection to this esteemed showcase comes shortly after Active Life announced the upcoming launch of their next generation BioDent Hfc. Active Life will now be combining their launch event with the Laboratory Showcase. "We could not think of a better location to launch our next generation technology," said Davis Brimer, Active Life's CEO. "BioDent Hfc is one of four products selected for the showcase and we are extremely honored to receive such recognition."

"BioDent is enabling bone researchers to investigate the material properties of bone, thought to be a key component of how likely a bone is to break," said Active Life's Field Applications Scientist, Chris Mazzochi, PhD. "Bone material properties were previously impossible to measure in the human body. The research being conducted by our worldwide user-base is sure to be life changing."

According to the Laboratory Showcase website: "Nowhere else in the bone science field will you find a display of innovation quite like this. The ASBMR Laboratory Showcase will give you a glimpse of what's new and what's next in creating the optimum research laboratory".

About the American Society for Bone and Mineral Research

The American Society for Bone and Mineral Research (ASBMR) is the premier professional, scientific and medical society established to promote excellence in bone and mineral research and to facilitate the translation of that research into clinical practice. The ASBMR has a membership of nearly 4,000 physicians, basic research scientists, and clinical investigators from around the world.

About Active Life

Active Life Scientific, Inc., a Santa Barbara, CA based company, is developing life science and medical tools for previously impossible in vivo measures of biological material properties through Reference Point Indentation (RPI). RPI is renowned inventor Dr. Paul Hansma's most recent breakthrough designed to quantitatively measure properties that are directly related to biological tissue health and propensity to failure. Initial applications include lab and clinical research of bone fracture risk and effects of osteoporosis treatments. The Company is expanding its offerings to meet increasing customer demand for testing tissues in addition to bone. Active Life's mission is to provide tools for measuring biological material properties in vivo to improve prevention, diagnosis, and treatment of musculoskeletal injuries, diseases and disorders.

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