



## RecallRecall™ Smartphone Application Released for Consumer Product Recall Management and Protection

*Helping keep consumers and their family's safe from product recalls.*

Boston, MA – December 6, 2010 – eProducts LLC today announced that it has released its RecallRecall™ application for the Apple® iPhone® and Android™ platforms. RecallRecall™ is an application that enables consumers to proactively manage and personalize product recall information to help them keep their family safe and protected.

Product recalls occur with alarming frequency and are associated with all types and categories of products such as foods, infant formulas, pet foods, medicines and other items. Often relevant and pertinent information is lost in the “recall noise”.

The RecallRecall™ application allows consumers to check for potential product recalls before they purchase an item - even in the store. The consumer uses their smartphone to scan the ubiquitous UPC barcode on the product, the application then checks a recall database for relevant information. If the item is not subject to a recall the consumer can add the item to their virtual cabinet, safe in the knowledge that if a product recall is issued later they will be informed.

“Initially we will be focusing on food related products including pet foods and over-the-counter medicines” said Anthony D. Bashall, co-founder & CBO at eProducts, “Soon we will be expanding our capability to include items such as toys and household goods. The concept of a virtual cabinet enables consumers to store items exactly like a real cabinet, pantry or freezer so if a recall happens after purchase they can be informed automatically; this capability provides very targeted, selective and personalized information.”

“The mobile smartphone is an ideal platform to enable anywhere data communication” said Jerry Ruggieri, co-founder and CTO at eProducts, “In combination with barcode scanning consumers now have access to recent product recall information; giving them the power to help protect their families.”

RecallRecall™ is available from eProducts LLC through the App Store<sup>SM</sup> or Android Market™ as both a free application and a \$3.99 application with extended capabilities.

Further information can be found at [www.recallrecall.com](http://www.recallrecall.com) or by calling +1 (617) 505-1796.

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