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For Immediate Release:

Action Products, Inc. continues its commitment to education with new blog format.

Hagerstown, MD, USA, October 30, 2009: Action Products, Inc. has created **blog.actionproducts.com**, a social media forum to discuss the prevention of decubitus ulcers. Since its inception, Action has been dedicated to educating the medical community about the expensive and painful results of pressure sores. The epidemic is costing hospitals over \$11 billion dollars every year, according to AORN statistics. It has been one year since Medicare stopped paying for pressure ulcers developed in the hospital setting. In order for hospitals to keep their reimbursements for the treatment of pressure ulcers, they must reduce occurrences entirely. "Since we were the first manufacturer to educate OR nurses on the prevention of pressure sores, we felt it our obligation to extend the initiative with this new open format," says Mistie Witt, President of the Medical Products Group at Action Products, Inc. Action invites facilities and caregivers to join in the discussion to achieve their zero tolerance goals.

About Action Products, Inc.:

Action Products, Inc. is the manufacturer of reusable Action[®] brand products. The pressure redistribution and shear reduction characteristics of the proprietary Akton[®] viscoelastic polymer address the pressure ulcer prevention needs of the medical community. Action remains the leader in the industry due to its independent clinical studies proving its effectiveness. For more information, please visit www.actionproducts.com.

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