



Western Massachusetts Company Traveler-ER Wins Product Innovation Award At 2009 Travel Goods Association Trade Show

March 9, 2009 - - Westfield, MA - - Traveler-ER, Inc. (www.Traveler-ER.com), based in Westfield, MA, won The 2009 Product Innovation Award (3rd Place) from the Travel Goods Association (www.travel-goods.org) on March 3rd at the 2009 Travel Goods Trade Show in Las Vegas, Nevada.

The Travel Goods Association is the national organization for the travel goods industry and The Travel Goods Show is the world's largest trade show for travel goods.

"It is an honor to receive such an award, especially during our first year of business and at our first industry trade show," said Tom Mihalek, President of Traveler-ER. "Our goal from the start was to offer an innovative travel product. To receive this award is a validation both of our work and the product we offer."

Programmed with software developed with emergency medical and travel professionals, the Traveler-ER USB drive lets you conveniently store and carry the vital records experts advise you to have when traveling. The personal information is stored only on the password protected USB drive - not on any central database.

One of Traveler-ER's most unique features is the printable Emergency Records Report. Traveler-ER organizes your crucial emergency records into a printable format that can provide medical personnel with important information to assist with your medical care.

The software on the Traveler-ER USB drive allows you to store:

- Personal Information (Name, address, identifying characteristics and a digital photo)
- Medical History (current conditions, medications, allergies, immunizations, surgeries)
- Physician contact information for your primary care physician and/or specialist(s)
- Emergency Contact Information
- Health Insurance Information
- Family Medical History
- Travel History Information (This may help diagnose an exotic illness contracted while traveling to remote locations.)

Traveler-ER can be purchased at www.Traveler-ER.com for \$29.95 plus shipping and handling (and tax, where applicable). For more information, please visit the Traveler-ER website - www.Traveler-ER.com.