

NEWS RELEASE

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ReachMate Plus, Inc. Unveils New Website Inventor's Vision Becomes Reality as New Company & Website are Launched

Laurel, MD – ReachMate Plus, Inc., manufacturer of the Body-Reach Plus line of bendable body wands and attachments, has unveiled their first website. www.LotionApplicators.com is the result of several months of intense work. Brian J. Abdo, CEO of ReachMate Plus, Inc., is very proud of the launch. “We had a terrific team working on this project. I’ve been fortunate to have assembled a group of talented individuals who share in my brother Joel’s vision. Together, we are continuing his mission of bringing these unique and valuable products to those in need.”

In 2004, Joel M. Abdo perfected the invention for which he received a patent in 1997. The Body-Reach Plus system - a lightweight, bendable wand that was more flexible and durable than his previous products. The versatility of this new wand and the array of functional attachments clearly set Joel's product apart from his competitors. Sadly, Joel Abdo passed away in March of 2007. To honor Joel's memory and his passion to serve the needs of others, Brian Abdo decided to continue his brother’s mission and for this purpose established ReachMate Plus, Inc.

The site provides detailed information describing the many uses of the product, descriptions of a wide array of attachments, product literature, testimonials from customers, and a very easy-to-navigate online store. Said Abdo, “My hope is that we have created a site that will convey the unique features and simplicity of our products and accessories, and also give our visitors a very uncomplicated way to acquire these items.”

About ReachMate Plus, Inc.

ReachMate Plus, Inc. manufactures the #1 doctor-recommended Body-Reach Plus line of bendable body wands and attachments designed to enable successful self-application of skin care products and medications, and for all-over skin care. These patented products are designed to extend one’s reach, increase one’s independence, and save the user time, energy, and money. ReachMate Plus, Inc. is headquartered in Laurel, Maryland and may be reached at (866) 834-3535.