



## **FOR IMMEDIATE RELEASE**

American Scientific Resources Executes Strategic Agreement With Future Now, Inc., a Leading Online Marketing Optimization Company.

New York, NY and New Paltz, NY - November 07, 2007 – Southridge Investment Group ("Southridge"), a New York investment banking firm, announces a strategic marketing alliance between two of its clients, American Scientific Resources, Inc. (ASFX) and Future Now, a subsidiary of Future Now Group, Inc. (FUTR) a leading authority on online marketing optimization ([www.futurenowinc.com](http://www.futurenowinc.com)), to diversify the Company's revenue channel offerings through internet product sales and content delivery. American Scientific Resources, Inc. is the holding company for wholly owned subsidiaries Kidz-Med, Inc. and Heart Smart System, Inc.

Future Now will first concentrate its efforts on the Company's "Kidz-Med" brand ([www.kidzmed.com](http://www.kidzmed.com)). Management believes that Future Now's proprietary framework, Persuasion Architecture(TM), will enable the Company to scientifically measure and improve the results of their marketing initiatives, which directly translates into better returns from their online initiatives.

Dr. Christopher Tirotta, the Company's President and CEO, stated that, "to further diversify the Company's marketing channels, the Internet is a natural medium for the distribution of products and content. With our unique product offerings the Internet should provide us with higher margins, lower capital requirements and larger market exposure compared to all other revenue channels. Furthermore, the Internet channel can be used to complement activities in all other marketing channels." Dr. Tirotta continued, "Through this performance-based agreement, we have now been able to get one of the best companies in Internet marketing as a strategic partner, one that is now directly tied into the success of our online marketing initiatives. Long term our goal is for American consumers to recognize American Scientific Resources as a leading US distributor of innovative health and safety products, and trust that our brands deliver quality, innovation and excellence."

About American Scientific Resources, Inc.

American Scientific Resources, Inc. (PINKSHEETS: ASFX) is a leader in providing innovative next-generation health, medical and safety products through its wholly owned subsidiaries Kidz-Med, Inc. and Heart Smart System, Inc. Products are distributed primarily through Walgreens, and other nationwide healthcare suppliers, major retail online sites and the subsidiary websites ([www.kidzmed.com](http://www.kidzmed.com) and [www.heartsmartsystem.com](http://www.heartsmartsystem.com)). Kidz-Med distributes a leading line of unique safety and health-related pediatric products, including the Kidz-Med Thermofocus(R) 5-in-1, the world's first clinical non-contact thermometer. Heart Smart supplies a superior line of nutraceutical supplements developed to aid in the prevention of cardiovascular disease, utilizing the most bio-available form of CoQ10, Hydro-QSorb(R), contained within the flagship product Heart Smart Foundation Supplement. Additional information about American Scientific may be found at [www.americansci.com](http://www.americansci.com).

About Future Now

Future Now, Inc. is a wholly owned operating subsidiary of Future Now Group, Inc. (FUTR) (FRANKFURT: 3FN). Future Now provides software as service and professional services, based on a widely recognized proprietary framework, for businesses to generate more revenue from their online efforts, converting existing website traffic into leads, subscriptions or sales. Future Now's proprietary marketing planning framework, Persuasion Architecture(TM), and its supporting software combine web analytics, performance testing and optimized search, allowing businesses to scientifically measure and improve the results of their marketing initiatives online.



#### About Southridge Investment Group:

Southridge Investment Group LLC is a full-service FINRA Registered Broker Dealer and Investment Banking Firm licensed to do business in all 50 states. The investment banking practice focuses on the sponsorship needs of small, medium and emerging growth companies as well as the needs of institutional and individual investors interested in that segment of the market. The firm offers a full range of corporate finance services, including underwritings, mergers & acquisitions, financial advisory, restructuring and workouts, valuations, recapitalizations and private placements. The firm can also provide full securities brokerage and trading services to individuals and corporate clients. Through its full-service financial approach in dealing with clients, the firm is able to build long-term partnerships and financial commitments with its clients. For more information on Southridge, visit [www.southridgellc.com](http://www.southridgellc.com)

#### Disclaimer:

Please refer to the Company's filings for further details regarding the terms and conditions of the Offering. This summary is for informational purposes only, and does not represent an offer to sell or solicitation of an offer to buy securities

#### Contacts

Southridge Investment Group Inc.  
Conrad Huss  
212.994.9873  
[chuss@southridgegroup.com](mailto:chuss@southridgegroup.com)  
[www.southridgellc.com](http://www.southridgellc.com)