



FOR IMMEDIATE RELEASE

Southridge Investment Group Client Rolls Out First Non-Contact Thermometer at Walgreens Nationwide

New York, NY and New Paltz, NY, November 20, 2007 - Southridge Investment Group ("Southridge"), a New York investment banking firm, announces the American Scientific Resources, Inc. (ASFX) Kidz-Med, Inc. division launch of the Thermofocus® 5-in-1 Thermometer, the first non-contact clinical thermometer in the world, now available at Walgreens Stores nationwide and online at www.kidzmed.com.

Made in Italy, and long recommended by doctors throughout Europe and Asia, the revolutionary Thermofocus® 5-in-1 takes a temperature in one second, without touching a child's skin or ear. Using a safe patented infrared technology, all you do is point the Thermofocus® 5-in-1 at a child's forehead and the core body temperature is displayed on an easy to read screen. It is as accurate as a rectal thermometer and more accurate than an ear thermometer.

"As a physician and father of two children, I know how difficult it is to take the temperature of a squirming, wriggling, sick and fretful child," says Dr. Christopher F. Tirota, founder of Kidz-Med, Inc., and Director of Cardiac Anesthesia at the Congenital Heart Institute of Miami Children's Hospital and Arnold Palmer Hospital for Children. "With cold and flu season approaching, the Thermofocus® 5-in-1 can really take the worry out of wondering if your child is running a fever while it completely alleviates the hassle of getting an accurate reading. It can even help detect inflammation, circulatory problems, and infections."

The Thermofocus® 5-in-1 is a new parent's best friend, taking the fear and anxiety out of caring for a new baby, and offers the tried and true parent a convenience they could never have imagined in caring for a sick child. The Thermofocus® 5-in-1 takes 5 essential temperature readings: core body temperature, baby's milk, food, room and bath water temperatures. No more fear of scalding bathwater or milk that's just too hot or too cold and the memory function stores up to nine temperature readings so that you can track a fever and know whether your child is recovering or getting worse -- and that you need a trip to the doctor. The Thermofocus® 5-in-1 is non-invasive, quick, precise, hygienic, safe, and trauma-free.

"At Walgreens, we're always seeking out new products that offer solutions to consumer needs," said Robert Tompkins, Divisional Merchandise Manager for Health and Wellness for Walgreens Stores. "We believe the Thermofocus® 5-in-1 will have strong appeal for parents and we're pleased to be the exclusive U.S. retailer of this advanced technology."

About American Scientific Resources, Inc.

American Scientific Resources, Inc. (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 and www.heartsmartsystem.com). Kidz-Med distributes a leading line of unique safety and health-related pediatric products, including the Kidz-Med Thermofocus® 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.

About Kidz-Med, Inc.

Kidz-Med, Inc. (www.kidzmed.com), a division of American Scientific Resources, (ASFX-OTC) was founded in 1993 by Dr. Christopher Tirota to create the children's pre-operative educational videos "A Hospital Trip With Dr. Bip" and "Dr. Bip's New Baby Tips". Today, Kidz-Med, Inc. is leading the pediatric and children's health and safety products industry in innovation by providing the most revolutionary patented family-friendly products sourced from around the globe to help keep children safe and parents reassured.

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

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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.

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