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Aviation Superstore

FOR IMMEDIATE RELEASE

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St. Petersburg, FL – January 3, 2008 – PilotMall.com today announced the release of the Finger Pulse Oximeter, the latest in the company's innovative price breaking products. The Finger Pulse Oximeter is an affordable way for everyone to check their heart rate and blood-oxygen saturation levels simply and quickly.

"We are excited to offer our customers an extraordinary product at the economical price point of \$99.99," said PilotMall.com President Neil Glazer. "Hypoxia, a deficiency of oxygen reaching the tissues of the body, becomes a risk factor for pilots at altitudes as low as 4,000 feet. With a quick check of the Finger Pulse Oximeter, you'll always know where you stand."

Put the new Finger Pulse Oximeter on your finger and it automatically jumps into action, displaying your level of oxygen saturation and pulse rate on the large, bright LED display five seconds later. If your oxygen saturation level drops below an acceptable threshold, you'll know its time to find a lower altitude or use supplemental oxygen.

PilotMall.com is a specialized full-service aviation retailer offering over 4,000 aviation products. For more information about PilotMall.com Aviation Superstore® or our products, visit the web site at www.PilotMall.com or phone Alison Sagese at (800) 249-5730.

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