



UTAG SUPPORTS THE MARK DAVIES INJURED RIDERS FUND AT BADMINTON HORSE TRIALS 2009

UTAG™ has teamed up with the Mark Davies Injured Riders Fund (MDIRF), to help raise essential funds for the charity through sales of the latest development in the UTAG™ range - the UTAG™ Sport Wrist Band.

UTAG™ has selected The Mitsubishi Motors Badminton Horse Trials as the perfect showcase for the World debut of the new Sport Wrist Band. Visitors will be able to see and purchase the latest addition to the UTAG™ range via the MDIRF at their stand located in the retail section, with all the **proceeds of every sale** of the UTAG™ Sport Wrist Band directly benefiting the charity for duration of the 2009 Show.

UTAG™ is a simple yet innovative product designed to carry easily accessed important personal and medical details in the event of an emergency. The unique, user-friendly, bespoke software incorporated in the retractable USB stick allows the user to store and password protect vital information to enable the UTAG™ to become a read-only device. The emergency services will have access to all of your vital information instantly, including your next of kin details.

The state-of-the-art software is incorporated onto a folding USB stick, and cleverly housed inside a fashionable wrist band, dog tag or credit card. With the unique 7-language translation function - available via clicking on clearly defined national flags - UTAG™ could prove the perfect fail-safe when travelling outside of the UK.

The onboard memory is large enough to store other vital documents including licences, travel insurance, visas - in fact, any document that you may find necessary to accompany your travels - within an encrypted Personal Folder.

Key Features:

- Personal medical information
- Personal Folder
- Photo ID
- Emergency contacts
- Donor status
- Blood type
- Current medication
- GP contact details
- 7 European language selection function
- Password and fraud protection





The UTAG™ is available in three formats. The brand new UTAG™ SPORT retails at £24.49, the UTAG™ Digital Dog Tags retail at £24.49, while the UTAG™ Ice Card retails for just £19.75.

For more information click on www.utagice.com or call (0845) 872 3202 for your nearest stockist.

For more information or to make a donation to the MDIRF please visit; www.mdif.co.uk

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Note to Editors:

The Mark Davies Injured Riders Fund was established in 1988 by Jane and Michael Davies, the parents of Mark Davies, who died as a result of an accident at the Burghley Horse Trials. MDIRF is a National Charity, which aims through financial and any other suitable means, to assist those who have sustained an injury in an equestrian related accident where other relief is inadequate or unobtainable.