



LogicMark Launches Direct-to-Consumer Sales Channel

July 27, 2022

New E-commerce Platform and Website Offers Technology to Help People of All Ages Live Independently

LOUISVILLE, Ky., July 27, 2022 /PRNewswire/ -- [LogicMark, Inc.](#), (Nasdaq: LGMK) (the "Company" or "LogicMark") (formerly Nxt-ID, Inc.), a provider of personal emergency response systems (PERS), health communications devices and remote care and activity monitoring technologies to create a connected care platform, today announces its new direct-to-consumer sales channel to broadly deliver its solutions to more people, including families and caregivers. The company is unveiling a new website and e-commerce platform which will facilitate its new direct-to-consumer distribution channel.



LogicMark Launches DTC Sales Channel—New eComm Platform and Website Offers Tech to Help People Live Independently

"For more than 10 years [LogicMark formed 12/6/2011], our company and technology have earned the trust of our customers by helping them live worry-free knowing we are there to help when they need it most," said Chia-Lin Simmons, CEO of LogicMark. "Technology has made life easier and more convenient in many ways, and now we are building solutions that can support freedom for the whole family -- from caregivers to those needing care. We are excited to finally make our products available directly to consumers who need them."

Today LogicMark is working to disrupt the care economy and help people of all ages live with greater peace of mind. The new company website offers a user-friendly experience with the opportunity for consumers to purchase products directly from the online store. The website includes a fresh look and feel as well as the company's updated branding, messaging, and mission.

Consumers can directly purchase the company's best-selling products via the new website, including the [GuardianAlert911+](#), [GuardianAlert911](#) and [FreedomAlert](#). The simple, easy-to-use solutions provide safety and security for people both at home and on-the-go.

LogicMark's new website and e-commerce platform comes on the heels of the company's recent name change (from Nxt-ID to LogicMark) to reflect the company's enhanced focus on the care economy and technology.

"It's time for innovation in the care economy, allowing caregivers to confidently care for those they love, while helping their loved ones to continue to live independently," continued Simmons. "Peace of mind is priceless. Our new direct-to-consumer e-commerce platform is just the beginning of LogicMark's evolution."

To date, LogicMark has supplied more than 500,000 PERS devices to seniors, veterans and loved ones, providing them with the confidence to live independently at home for as long as possible. Through distribution via the Veterans Health Administration medical centers and outpatient clinics, LogicMark provides these devices to U.S. veterans [at no charge](#). The U.S. government awarded LogicMark a GSA contract in July 2021, enabling the company to partner with federal, state and local governments to widen the distribution of its products.

To learn more about LogicMark, their products and services, visit www.logicmark.com.

About LogicMark, Inc.

LogicMark, Inc. (formerly Nxt-ID, Inc.) provides personal emergency response systems (PERS), health communications devices and remote care and activity monitoring technologies to create a connected care platform. The Company's devices give people the ability to receive care at home and confidence to age in place. LogicMark revolutionized the PERS industry by incorporating two-way voice communication technology directly into its medical alert pendant and providing this life-saving technology at a price point that everyday consumers could afford. LogicMark's PERS solutions are sold through the United States Veterans Health Administration and dealers/distributors. The Company was awarded a contract by the U.S. General Services Administration that enables the Company to distribute its products to federal, state and local governments. For more information on projects and services, visit LogicMark.com.

Cautionary Statement Regarding Forward Looking Statements

Statements contained herein that are not based upon current or historical fact are forward-looking in nature and constitute forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such forward-looking statements reflect LogicMark's expectations about its future operating results, performance and opportunities that involve substantial risks and uncertainties. These statements include but are not limited to statements regarding LogicMark's successful execution of its business strategy. When used herein, the words "anticipate," "believe," "estimate," "upcoming," "plan," "target," "intend" and "expect" and similar expressions, as they relate to LogicMark or its management, are intended to identify such forward-looking statements. These forward-looking statements are based on information currently available to LogicMark and are subject to a number of risks, uncertainties, and other factors that could cause LogicMark's actual results, performance, prospects, and opportunities to differ materially from those expressed in, or implied by, these forward-looking statements.

Media Contact:

Erica Zeidenberg
Hot Tomato Marketing
erica@hottomato.net
925-518-8159 mobile

 View original content to download multimedia: <https://www.prnewswire.com/news-releases/logicmark-launches-direct-to-consumer-sales-channel-301594269.html>

SOURCE LogicMark Inc.