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A Breath of Fresh Air for Lung Cancer Awareness Month

Medical Inflatable Exhibits Adds Giant, Interactive Lungs to Educational Line of Walk-Through Displays

HOUSTON (Oct. 5, 2011, 2011) -- Medical Inflatable Exhibits, Inc. today announced the launch of its newest portable exhibit, the MEGA Lungs™, joining the MEGA Heart™ and MEGA Brain™ in a series of unique, large-scale, interactive, educational models of the human anatomy. The MEGA Lungs are set to debut on *Dr. Oz* this October.

The MEGA Lungs exhibit is the world's only inflatable, walk-through pair of lungs, displaying the delicate inner-workings of the respiratory system's most critical organs, while also teaching how to maintain lung health. Showcasing various respiratory conditions like asthma, bronchitis, lung cancer, pneumonia, and emphysema informs MEGA Lung patrons about the importance of staying healthy.

Featured on the nationally syndicated *Dr. Oz* and *The Doctors* television programs, and displayed at hospitals all across the United States, Medical Inflatable's "larger-than-life" exhibits are proven to draw crowds and media attention wherever they travel. Visitors who tour the MEGA Lungs will get a precise view of lung defects and respiratory treatment options, as well as healthy and disease-ridden lung tissue—giving them the ultimate view inside of their own bodies.

"The MEGA Lungs are an excellent way to teach event attendees about one of the biggest medical problems in our country," said Lauren Hill, president and founder of Medical Inflatable Exhibits. "Since the MEGA Heart and MEGA Brain have been so effective in educating the public about a wide range of diseases, we felt it was time to raise awareness about lung ailments, too."

In 2010, it is estimated that only 1.3 million of more than 17 million people who tried to quit smoking succeeded. The team behind Medical Inflatable Exhibits is committed to increasing that number through education and awareness. Available for a wide range of conferences, tradeshows, hospital openings, museum events, and other medical-related happenings, the MEGA Lungs can easily be set up indoors or outdoors.

Jeni Owens from Riverton Hospital has utilized the MEGA Heart at a hospital event, and is thrilled about the launch of the MEGA Lungs exhibit. "We've had the MEGA Heart visit the hospital in the past," said Owens. "It's a huge draw, and both kids and parents love it. The lungs will be a great addition to the MEGA Heart and MEGA Brain, and we can't wait to have them visit us next year." Although most of us possess basic knowledge about our lungs, brain, and heart, the intricacies of these organs can sometimes be better understood with a more in-depth, interactive explanation.

Medical Inflatable Exhibits Inc. designs each exhibit hand-in-hand with a team of board-certified medical professionals, which ensures that the organ replicas are accurate and thorough. Dr. Jerry Eu, Assistant Professor of Medicine, Duke University Medical Center says "the MEGA Lungs magnify diseases that take our breath way—in 3D." Dr. J. Pat Herlihy, Clinical Associate Professor, Baylor College of Medicine endorses the MEGA Lungs, saying, "Medical Inflatables has created a wonderful exhibit, which shows both the beautiful harmony of form

that serves the lung's function, and the disabling and sometimes destructive nature of some of our most common and feared lung diseases.”

About Medical Inflatables Exhibits, Inc.: Medical Inlatable Exhibits Inc. provides large-scale, interactive, educational models of the human anatomy to help teach people about the risks, symptoms, nature, and causes of various diseases. The MEGA Lungs launch was planned in time for this November's Lung Cancer Awareness Month. For more information about Medical Inlatable Exhibits, go to www.medicalinflatables.com. You may also visit us on Facebook at www.facebook.com/medicalinflatables, and follow us on Twitter at @megainflatables.

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