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The Drink Detective wins the Popular Science 'Best of What's New' award.

Bloomsbury Innovations, the inventor of the Drink Detective, is proud to announce that the Drink Detective has been awarded one of the world's most prestigious awards for innovation—Popular Science magazine's Best of What's New Award. The Drink Detective is among 100 new products and technologies chosen by the magazine for the 2004 Best of What's New. Drink Detective was selected because it tackles drug rape and drink spiking, an issue that could potentially affect us all, and one which police forces all over the world find one of their greatest challenges.

'We are delighted to be chosen', said Stanley Grossman, the brains behind Bloomsbury Innovations, and the catalyst in bringing the chemists reacting together to develop this product. 'It is not only a triumph for the Drink Detective, but it is the perfect way to send a message out to drink spikers and drug rapists everywhere 'Don't mess with my drink – you will be caught'

'Police have difficulty proving a drink was spiked, because the drugs leave the body quickly, so awareness of the problem of drink spiking is the best defence. That, and arming yourself with a Drink Detective'.

Now, for the first time, you can test your drink. But we don't expect everyone to test every drink – just having a Drink Detective around will be enough to stop a would be rapist or drink spiker.

The chemistry is a triumph of innovative thinking by Australian chemist Dr Chris Loane working with Dr Graham Cope at British diagnostics company SureScreen. The accuracy and reliability of the Drink Detective is remarkable, especially since the product was the result of sheer hard work and dedication, without any funding or assistance from the authorities. But the product would never have come about if Stanley Grossman, a mathematics professor, had not persevered in bringing the right minds together.

Each of the scientists working on the project was aware of the devastating trauma that drink spiking and drug rape causes, and that spurred them on to refine their detection chemistry. Chris Loane gave up his vacation in sunny Perth, Australia, to work at Surescreen in snowy England in January this year, in a race against time to get the accuracy they needed to launch a product.

Drinks are spiked with drugs for several reasons, sexual assault, robbery, amusement or revenge. In some countries, it is even possible to be drugged and incapacitated so that organs, such as kidneys, can be surgically removed and sold.

'The chemistry is very reliable', says Stanley Grossman, 'and the Drink Detective will test for other drugs too, although we are not saying what these are because we don't want to educate potential rapists – let's just say that we can find most things, and at realistic levels used in spiking, too'.

Founded in 1872, Popular Science is the world's largest science and technology magazine with a circulation of 1.45 million subscribers and a readership of more than six million people. It is famous for its in depth coverage of the world's innovative, state of the art products and technologies.

The award will be presented to Jim Campbell of SureScreen Diagnostics, at the prestigious Vanderbilt Hall, New York, adjacent to Grand Central Terminal. It is estimated that a half million Americans pass through this venue every day.

The Drink Detective is available in Boots pharmacies in the UK, and through several distribution channels worldwide.

Call 0044 (0) 1332 365318 for more information.

Additional information

www.drinkdetective.com

www.roofie.com (view their bulletin board)

www.bloomsburyinnovations.com

www.a1tests.com