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*****FOR IMMEDIATE RELEASE*****

Cadence OTC Expands Convenience Store Offerings with NEW EarlyPT™ Pregnancy Test

Providing Accessible, Reliable Pregnancy Testing in High-Need Communities

OAKLAND, CA (March 2025) – Cadence OTC, a Public Benefit company committed to expanding access to reproductive healthcare, is introducing its **EarlyPT™ Pregnancy Test** to convenience stores nationwide. As the most accurate early pregnancy test available on the market, this new addition gives c-stores the opportunity to better serve their communities while driving incremental sales – especially when stocked alongside Cadence OTC's **Morning After Pill® (MAP)**.

Filling a Critical Gap in Reproductive Healthcare

Pregnancy tests account for 22% of sales within the sexual health category in the mass and drugstore chains, outselling condoms, which are 19% of category sales¹. With **7.9 million young women using pregnancy tests every year**, demand for fast, reliable results is high – but access can be limited. Today, **+70% of convenience stores do not carry pregnancy tests**, making it difficult for consumers to find this essential product when they need it most. At the same time, major drugstore chains continue to close locations, widening the access gap even further.

Convenience stores that stock pregnancy tests can capture this unmet demand, particularly in high-traffic locations near colleges, military bases, and urban centers.

Why Cadence OTC's Early Pregnancy Test?

- **Ultra sensitive early detection test** – can be used as early as 6 days before a missed period.
- **Most accurate urine test available** – 99% accurate from four days before the expected period
- **Highly incremental** – often purchased with the **Morning After Pill®**, increasing basket size
- **No purchase restrictions** – available without an ID, age limit, or state regulations
- **Great value for consumers** – priced competitively with MSRP <\$9.99 for 2 tests, with drugstore pregnancy tests averaging \$14.66

¹ Nielsen Data: Total xAOC 52 W/E 11/30/2024

- **Fast, clear results** – easy-to-read results in just **2 minutes**

A Win for Retailers: Increased Trips, Sales, and Customer Loyalty

Samantha Miller, CEO and Co-Founder of Cadence OTC, highlights the retail opportunity: *"Convenience stores are uniquely positioned to meet the needs of consumers who require immediate, accessible reproductive healthcare solutions. Our EarlyPT™ Pregnancy Test, alongside the Morning After Pill®, allows c-stores to become a trusted resource for women – especially in areas where pharmacies are closing and healthcare access is limited."*

Convenience store operators looking to increase sales and better serve their customers can learn more about adding Cadence OTC's **EarlyPT™ Pregnancy Test** and **Morning After Pill®** at cadenceotc.com

About Cadence OTC

[Cadence OTC](https://cadenceotc.com) is a Public Benefits consumer healthcare company based in Oakland, CA. The company is on a mission to increase over-the-counter (OTC) access to safe, effective, affordable contraceptives for everyone everywhere. In 2024, Cadence OTC launched Morning After Pill® in convenience stores nationwide, making it the #1 emergency contraceptive in the convenience store channel. The company was founded and is led by renowned reproductive health experts, experienced healthcare entrepreneurs, and supporters who care deeply about making contraceptive care equally accessible and safe for all people.

For more information about Cadence OTC visit: www.cadenceotc.com.