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State of Ohio Recognizes Cincinnati Sub-Zero for Excellence in International Sales

Cincinnati Sub-Zero Medical receives Governor's 2008 Excellence in Exporting Award ('E-Award'), official state recognition of success in international sales; Ohio Governor Ted Strickland and Lieutenant Governor Lee Fisher present award to CSZ Chairman of the Board Eileen Berke.

Cincinnati, OH (PRWeb) August 11, 2008 – Cincinnati Sub-Zero (CSZ) Medical, a division of CSZ Products, Inc. and the leader in the design and development of advanced patient temperature management solutions, today announced it received the Governor's 2008 Excellence in Exporting Award ('E-Award'), an annual, state-level recognition of an Ohio-based company's success in international sales efforts.

The Ohio Department of Development, a cabinet-level agency, works to expand economic prosperity in the state by fostering public-private-sector cooperation and promoting the export of Ohio products and services to strengthen Ohio's economy and advance its leadership position in the global marketplace. The result has been consistent triumphs in global sales for the state. Ohio is the eighth-largest exporting state in the US. Ohio is the only state to experience an increase in exports every year since 1998. In 2007, Ohio companies exported \$42.4 billion in goods, an increase of 11.1 percent over the prior year.

Surpassing even that pace by nearly three times, CSZ Medical international sales have increased on average 30 percent annually for the past four years. CSZ sells its complete line of hyper-hypothermia solutions to countries in Europe, Asia, and elsewhere. To do so, CSZ has established localized warehousing and alternate-language support materials, participates in global industry conferences, strategically trains its distributors (more than 40 to date), as well as employs a head of international sales to coordinate export account associates and regional sales managers.

"Exporting is a vital component of Ohio's economy and helps us strengthen our competitive edge in the global marketplace," said Ohio Lt. Governor Lee Fisher, who also serves as Director of Department of Development. "Cincinnati Sub-Zero is a particularly clear example of the benefits of investment in an international sales infrastructure and a great representative of our state's and the life science industry's economic development success."

Regarding its 2008 E-Award, CSZ Vice President and CSZ Medical General Manager Mark Beran said “International sales are and will continue to be a key component of CSZ Medical division success. Distributing our whole-body cooling and other therapeutic temperature products worldwide consistently creates better life opportunity for all, whether in Cincinnati, Ohio at large, the US, or elsewhere on the globe. We are honored to have been selected for an export award and thank Governor Strickland and Lieutenant Governor Fisher for the acknowledgement.”

A ceremony associated with the 2008 award conveyance occurred July 29, 2008 at the Ohio Statehouse Atrium in Columbus. CSZ Board of Directors Chair Eileen Berke, CSZ Chief Financial Officer Bryan Kanter, and CSZ Medical Director of International Sales Laurie Schechter were on hand to receive the award from Ohio Governor Strickland and Lieutenant Governor Fisher.

The E-Award program has been in place since 1986. This year, following review and evaluation of Ohio companies’ 2007 performances, the department’s Global Market Division recommended 24 companies and organizations receive the award. More information about the Ohio Department of Development, including the annual E-Awards, is available at www.development.ohio.gov.

About Cincinnati Sub-Zero and CSZ Medical

Cincinnati Sub-Zero (CSZ) is a leading manufacturer of temperature management products for medical and industrial markets. CSZ also manages a portfolio of industrial environmental simulation testing chambers, and a first-class, on-site, A2LA-accredited testing laboratory. CSZ Medical, a CSZ division, has delivered patient temperature management systems to healthcare professionals since 1963. The medical line of products, designed with both the patient and caregiver in mind, includes several all-in-one-system heat and cold therapy units as well as an array of warming and cooling blankets for body temperature regulation and hyper-hypothermia treatment. CSZ is a co-founder of the Therapeutic Temperature Management (TTM) Congress, an international best-practices consortium of medical community leaders. CSZ is headquartered in Cincinnati and operates globally. Visit www.cszinc.com, www.cszmedical.com, and www.ttmcongress2008.com for more information.

Forward-Looking Statements

Except for statements of historical fact, the matters discussed herein are forward-looking, reflect numerous assumptions, and involve risks and uncertainties, many of which are beyond our control and may cause actual results to differ materially from stated expectations. We undertake no obligation to release publicly any changes in events or circumstances arising after the date hereof.

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