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FOR IMMEDIATE RELEASE

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Season Premiere of ABC's Grey's Anatomy Features Therapeutic Hypothermia

Cincinnati Sub-Zero therapeutic hypothermia products used in television show to simulate delivery of cooling therapy to critically injured patient; story references real-life athlete's neurological recovery from a severe spinal injury that may be partly attributable to therapeutic hypothermia.

Cincinnati, OH (PRWeb) September 26, 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 that the two-hour season premiere of the hit ABC show "Grey's Anatomy," originally airing yesterday, September 25th, includes the use of therapeutic hypothermia in its storyline and features CSZ products in a simulated treatment application.

Use of therapeutic hypothermia post sudden cardiac arrest is proven to improve patient neurological outcomes; as such, guidelines for application post cardiac arrest have been in place since 2003. Newer use of therapeutic hypothermia in connection with severe brain, head, and spinal injury as well as stroke and asphyxia has shown many neurological successes but these applications have been less clinically documented to date; as such, protocol guidelines these instances remain in development.

Grey's Anatomy audiences have come to expect issue relevancy and treatment currency in the show subject matter and the associated medical solutions. This past year, a highly publicized case in the media, one documenting the use of therapeutic hypothermia on an injured professional football player, put the benefits of cooling therapies for traumatic injury on the public's radar, and on that of Grey's Anatomy. The inclusion of therapeutic hypothermia in the show mirrors the heightening awareness around the therapy as well as the increasing adoption in hospitals around the country and world.

CSZ products portrayed in the show include the Blanketrol® III Hyper-Hypothermia system as well as an array of cooling blankets (vest, head wrap, lower-body blankets). Commenting on the feature, CSZ Vice President and CSZ Medical General Manager Mark Beran said, "We are tickled that our products are included in the show and even more encouraged that therapeutic hypothermia is becoming more of a mainstream topic. In some ways, our products are like background players; vital to results but not the star. The real story here is generating additional exposure to the benefits of therapeutic hypothermia means that the number of positive patient outcomes might grow."

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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