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FOR IMMEDIATE RELEASE

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Cincinnati Sub-Zero Hosts High-Volume Interest at National Industry Event

Company's therapeutic hypothermia solutions draw attention from thousands attending the recent, annual educational conference and exposition event for acute and critical care nurses.

Cincinnati, OH (PRWeb) May 15, 2008 – Cincinnati Sub-Zero (CSZ) Products, Inc., the leader in the design and development of advanced patient temperature management solutions, today announced its proud participation in “NTI 2008,” the 35th National Teaching Institute (NTI) & Critical Care Exposition of the American Association of Critical-Care Nurses (AACN). The NTI is an annual forum dedicated to maximizing the healthcare contribution of critical and acute care nurses by facilitating access to comprehensive sources of information. CSZ participated in the event as both a sponsoring educator and exhibiting vendor. More than 1,500 nurses registered interest with CSZ, listening to experts share up-to-date research and best-practice protocols as well as viewing a variety of industry-proven product demonstrations.

AACN aims to improve overall patient quality of care. With increasing evidence of therapeutic hypothermia benefits, a growing number of hospitals and healthcare facilities are refining and/or considering adoption of therapeutic hypothermia programs. In response, CSZ organized three (3) units of continuing education accredited sessions on therapeutic hypothermia treatment protocols and practical experience. CSZ also presented its top therapeutic hypothermia offerings, including the CSZ Whole Body Cooling System – combining the Kool-Kit™ (CSZ Head Wrap, Patient Vest, and Lower Body Blanket) with the Blanketrol® III Hypo-Hyperthermia System – and the Gelli-Roll™ Patient Temperature Management and Tissue Pressure Reduction Solution. The Whole Body Cooling System already is well established in applications to boost neurological outcome post sudden cardiac arrest and other life-threatening trauma. The Gelli-Roll is a reliable and effective means to cool and warm without any patient access restriction during an emergency trauma workup.

CSZ Medical Vice President and General Manager Mark Beran said, “The NTI is the world’s largest educational forum for critical care nurses. As a result, it is an important venue and welcome opportunity for us to connect with our customer base. The fact that over 16% of event attendees visited our booth for educational sessions and product demonstrations is both a clear indication of therapeutic hypothermia treatment value as well as a strong validation of our therapeutic hypothermia solution resonance.”

More than 9,200 nurses attended and as many as 500 vendors exhibited at this year’s AACN NTI event, held May 3-8, 2008 in Chicago. Next year’s event is scheduled for May 16-21, 2009 in New Orleans.

About Cincinnati Sub-Zero & Cincinnati Sub-Zero Medical

Cincinnati Sub-Zero (CSZ) is a leading manufacturer of temperature management products for medical and industrial needs. CSZ Medical has delivered patient temperature management systems to healthcare professionals since 1963. A complete line of medical 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. At the forefront of industry innovation and service, CSZ is a co-founder of the Therapeutic Temperature Management Congress, an international consortium of leaders in patient temperature management solutions offering unrestricted educational grant opportunity. Please visit www.cszinc.com and www.cszmedical.com to learn more about CSZ and CSZ Medical. More on the TTM Congress is available at www.ttmcongress.net.

About the American Association of Critical-Care Nurses

The American Association of Critical-Care Nurses (AACN) is the largest specialty nursing organization in the world, representing the interests of more than 500,000 acute and critical care nurses. Its headquarters are located in Aliso Viejo, California. Founded in 1969, the association is dedicated to creating a healthcare system driven by the needs of patients and their families, where acute and critical care nurses make their optimal contribution. Additional information about AACN is at www.aacn.org. More information on the NTI is available at www.aacn.org/nti.

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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