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FOR IMMEDIATE RELEASE

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Cincinnati Sub-Zero Helps Save Lives with Therapeutic Hypothermia Solution

Three Ohio television stations report on the benefits of cardiac cooling and feature the contribution of Cincinnati Sub-Zero in helping to improve patient quality of life.

Cincinnati, OH (PRWeb) May 27, 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 its inclusion in a series of television news stories airing in the Cincinnati, Ohio metropolitan area. The media stories aim to inform the general public and additional healthcare facilities about the benefits of a treatment known as therapeutic hypothermia.

Clinical studies indicate induced managed hypothermia can reduce long-term neurological damage (i.e., protect brain function) post sudden cardiac arrest, in instances of severe cardiac surgery, after stroke, following a spine or head trauma, even in cases of neonatal asphyxia. Of those who survive sudden cardiac arrest, for example, therapeutic hypothermia can significantly improve – by 20% or more – neurological outcomes. In many cases, patients are able to return to a full life, where they might otherwise have been limited in functionality, even comatose.

Doctors at Good Samaritan and Mercy Anderson Hospitals, as well as a recently treated patient at Mercy Anderson Hospital, were interviewed for the stories. The CSZ Whole Body Cooling Solution – combining the CSZ Kool-Kit™ (comprised of the CSZ Head Wrap, Patient Vest, and Lower Body Blanket) with the CSZ Blanketrol® Hypo-Hyperthermia System – was featured in the stories released by the Cincinnati, Ohio affiliates of CBS (WKRC-TV), NBC (WLWT-TV), and FOX (WXIX-TV).

Responding to the coverage, CSZ Medical Vice President and General Manager Mark Beran said, “We are aware of the critical role our products play, every day, in helping to achieve improved patient outcomes. News stories such as these, occurring around the country, and the world, assist in increasing citizen and medical community awareness of the benefits of therapeutic hypothermia.”

CSZ President and CEO Steve Berke added, “We’re proud of our local heritage and equally proud to see our work benefitting people in our community, right here, at home. These solutions make a big difference in people’s lives and we are glad to be a part of that story any day.”

Online video of each story is available on the television station websites:

WKRC-TV (CBS Cincinnati)

<http://www.local12.com/mediacenter/local.aspx?videoid=27441@video.wkrc.com>

WLWT-TV (NBC Cincinnati)

<http://www.wlwt.com/video/16297441/index.html>

WXIX-TV (FOX Cincinnati)

http://www.wxix.com/global/video/popup/pop_playerLaunch.asp?clipId1=2494051&at1=News&vt1=v&h1=%27Sub+Zero%27+technology+develops+at+local+hospitals&d1=174333&redirUrl=www.fox19.com&activePane=info&LaunchPageAdTag=homepage&clipFormat.

About Cincinnati Sub-Zero & CSZ Medical

Cincinnati Sub-Zero (CSZ) is a leading manufacturer of temperature management products for medical and industrial needs. CSZ also manages a portfolio of industrial environmental simulation testing chambers, and a first-class, on-site testing laboratory. CSZ Medical, a CSZ division, has delivered patient temperature management systems to healthcare professionals since 1963. CSZ Medical offers a complete line of products designed with both the patient and caregiver in mind, including 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 (TTM) Congress, an international consortium of leaders in patient temperature management solutions offering unrestricted educational grant opportunity. CSZ is headquartered in Cincinnati and operates globally. Please visit www.cszinc.com and www.cszmedical.com to learn more about CSZ and CSZ Medical. More on the TTM Congress is at www.ttmcongress.net.

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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