



GAME READY™ ANNOUNCES NEW HAND TREATMENT

Cold and Compression Product for Hands Helps Improve Healing, Reduce Post-OP Swelling and Pain

Alameda, Ca. – October 29, 2008 – Game Ready™ announced today the release of its breakthrough Hand Wrap for use with its adjustable cold and intermittent compression injury treatment system. The Hand Wrap dramatically increases physicians' and patients' treatment options by extending Game Ready's market-leading technology to hand, wrist, and forearm injuries.

The Hand Wrap, which was co-developed with and tested by surgeons at prestigious Summit Orthopedics, LTD in St. Paul, Minnesota, can be applied immediately after injury or surgery. It also can be used as a portable home treatment to reduce pain and swelling.

“I strongly believe in the efficacy of cryotherapy—the use of extreme cold to help prompt healing. Game Ready's new Hand Wrap offers an easy and effective way to apply cryotherapy to an assortment of upper extremity surgeries from the elbow to the hand. The design of the wrap makes it useful in almost any post-op dressing,” says co-developer and orthopedic surgeon Robert Anderson, MD.

“My patients' experiences have shown that the Game Ready Hand Wrap also reduces post-op patient narcotic usage significantly, reduces fracture blisters, and rates highly with patients,” says Dr. Anderson. “We have used the new device to speed healing in common wrist, forearm, and elbow fractures, as well as employing it routinely to reduce trauma after surgery.”

Game Ready CEO Russ Harrison says, “The new Hand Wrap gives us the opportunity to expand into new medical specialties as we strive to provide faster healing and pain relief for patients needing therapy for the hand—a part of the anatomy we have not previously served.”

Game Ready's patented cold and compression technology is based on “RICE” (Rest, Ice, Compression, Elevation), a proven standard in treating acute and chronic injury and assisting in rehabilitation after orthopedic surgery. A comprehensive range of anatomically designed Dual-Action wraps are available for virtually every major body part.

The Game Ready Hand Wrap is available now and comes in one versatile, easy-to-use size. To learn more or order now, call 1.888.GameReady (1.888.426.3732) or visit www.gameready.com.

About Game Ready:

Based in Alameda, California, CoolSystems Inc., makers of Game Ready, manufactures and markets pneumatic cryotherapy systems. The systems provide intermittent or cyclical compression while simultaneously delivering dry, adjustable cold therapy when applied to the affected area. The system can be operated with minimal training and, with its patented ergonomic wraps, adjustable temperature and compression levels, and its portable design, can be incorporated into a multitude of treatment protocols. For public information, **please visit www.gameready.com**.

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About Summit Orthopedics:

Based in St. Paul, Minnesota, Summit Orthopedics takes pride in providing the latest medical techniques and advancements in orthopedic care. Summit offers a full continuum of care in the diagnosis, treatment, rehabilitation, and prevention of injuries and diseases for virtually every bone and joint in the body. Their patient-centered staff offers both operative and non-operative subspecialty treatment including sports medicine, hand, spine, foot and ankle, shoulder and elbow, joint replacement, arthritis and trauma care, as well as advanced arthroscopic surgery. For public information, **please visit summitortho.com**.

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