



GAME READY™ ANNOUNCES THE NEXT GENERATION INJURY TREATMENT SYSTEM

Provides Simple, Convenient and Effective Aid in Post-Operative Recovery and the Treatment of Acute Injuries

Alameda, Calif. – March 5, 2008 – CoolSystems Inc., dba Game Ready, today released the next generation of Game Ready™, the injury treatment system of choice among prominent orthopedic surgeons, athletic trainers, physical therapy clinics, and professional athletes for the treatment of musculoskeletal injuries and post-operative rehabilitation. The state-of-the-art system offers a unique combination of comfortable form-fitting wraps, cold and intermittent compression, and adjustable pressure and temperature settings for a simple, convenient, and effective treatment.

“Quick, easy, and—most importantly—complete recovery are key components of the healing process after surgery,” said Russ Harrison, CEO of Game Ready. “Our research and development team continually strives to provide people with the most powerful tools possible to aid in recovery, and with the re-designed Game Ready System, patients can reap all the benefits of the product with increased ease and convenience.”

The new and improved Game Ready System includes a number of contemporary design features to enhance the patient’s experience and ease-of-use during recovery. Like its predecessor, the system still leverages patented NASA spacesuit technology to simultaneously deliver intermittent compression and controllable cold therapy to help people recover from injuries or orthopedic surgery. The system is based on RICE (Rest, Ice, Compression, Elevation), a proven standard in treating acute injury and assisting in orthopedic surgery rehabilitation.

The two most difficult-to-manage aspects of RICE—ice and compression—are easily managed with the user-friendly features of Game Ready, which include:

- a simple user interface
- six pre-set continuous run programs for clarity about the system’s operational state
- a wide opening to enable easy handling of ice and water
- an ergonomic handle for easy carrying

The easy-to-use system delivers treatment through form-fitting wraps designed to comfortably treat almost any body part, on patients and athletes of any size.

“Utilizing Game Ready following orthopedic procedures, we’ve seen a dramatic decrease in post-operative pain, a decrease in hospital stays, and quicker return to work or athletic participation. Game Ready is an essential part of accelerated post-operative recovery,” said Dr. Sanford Kunkel, MD, an Orthopedic Surgeon at OrthoIndy in Indianapolis.

Game Ready counts hundreds of individual professional athletes among its customers and is found in the training rooms of more than 120 pro teams, and 200+ colleges and universities. Many of the leading physical therapists and orthopedic surgeons prescribe Game Ready to aid in patient recovery and rehabilitation. The system is featured in leading orthopedic clinics including Steadman Hawkins, Kerlan-Jobe, OrthoIndy, Santa Monica Sports Medicine Institute, Stanford Medical and Muir Orthopedic. The system also keeps individuals “in the game” at US Olympic Training Centers, the Navy Seals, the San Francisco Ballet, and other world-renowned organizations.

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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