



For Immediate Release

ENERGY STORAGE TECHNOLOGIES CHANGES NAME TO ACUTEMP

New Name Reflects Primary Business

Dayton, OH, USA, January 7, 2005: Energy Storage Technologies (EST) announced that it has changed the company name to **AcuTemp** effective January 1, 2005. Changes incorporating the new name and logo will be made over the next month to the website and collateral.

Mike Mathile, President and CEO of AcuTemp said "The company name was changed to more accurately reflect our primary business, namely maintaining the right temperature via our various proprietary thermal technologies and expertise."

AcuTemp is the industry leader in temperature-sensitive packaging and high performance insulation. The company provides superior-value thermal solutions for businesses with temperature-sensitive requirements. AcuTemp has its headquarters in Dayton, OH. The company is privately held.

###

For more information contact:
Mike Sieron
Vice President of Sales & Marketing
Direct: 937.312.1379
e-mail: msieron@acutemp.com

AcuTemp
7610 McEwen Road
Dayton, OH 45459
Tel: 937.312.0114
Fax: 937.312.1277
e-mail: info@acutemp.com
Web: www.acutemp.com