

FOR IMMEDIATE RELEASE

AcuTemp[®] Announces New Expanded Company Name and Product Branding Strategy

Dayton, Ohio USA, May 10, 2007: AcuTemp Thermal Systems, a manufacturer of high performance insulation and thermal management transport solutions for cold chain distribution and logistics, announces a new branding strategy for the company and its products. As part of the plan, the company has changed its name from “AcuTemp” to “AcuTemp Thermal Systems” to reflect the company’s offering of providing accurate temperature management systems through its thermal engineering expertise. Additionally, the company’s current products will undergo name changes to further strengthen the AcuTemp brand.

“Expanding our name from AcuTemp to AcuTemp Thermal Systems better identifies what we bring to the marketplace, specifically the cold chain distribution arena where our customers require accurate temperature management in transporting valuable payloads,” states Vince Reidy, Vice President of Sales and Marketing. “Our products deliver accurate and reliable temperature management because of the high performance thermal properties we build into each of our solutions. Thus, our new name combines both elements – accurate temperature and thermal systems – in defining our areas of expertise.”

The company’s logo will remain the same and will accompany the new AcuTemp Thermal Systems name.

In another move to strengthen the AcuTemp brand, the company is adopting a new naming convention for its current products and for future products going forward. Under the new product naming convention AcuTemp products are divided into two solution categories – AcuTemp[®] Active Thermal Solutions and AcuTemp[®] Passive Thermal Solutions. Each AcuTemp product is then identified with a letter/number convention under the appropriate solution category. For example, under Active Thermal Solutions, the VaxiCool[®] Mobile Refrigerator/Freezer becomes the AcuTemp[®] AX27L, the HemaCool[®] becomes the AcuTemp[®] AX56L, and the company’s newest product, a state-of-the-art thermal pallet shipper, becomes the AcuTemp[®] AX2100L.



“By re-branding our products under the AcuTemp name, we are not only building equity and brand recognition for AcuTemp Thermal Systems, but providing a family of products from which our customers can choose based on their application and size requirements,” says Reidy. “This alignment further broadens the perceived uses of our products from just vaccine and blood transport solutions to include any type of payload requiring precise temperature management during transit.”

The company will begin phasing in product name changes for current products over the next three to six months which will allow its customers the opportunity to transition to the new naming convention.

AcuTemp Thermal Systems designs and manufactures reliable thermal management products used to maintain valuable payloads at the right temperature during transit. By combining the company’s proprietary high performance ThermoCor[®] insulation with advanced engineering design, AcuTemp offers a range of solutions integrating active and passive temperature control technologies for the cold chain. Offerings range from small passive shipping boxes to large active pallet-size shipping containers equipped with sophisticated data logging capabilities. The company also offers advanced thermal testing and package validation services in its ISTA-certified testing laboratory. AcuTemp products are marketed directly and through distributors to businesses with temperature sensitive requirements in the pharmaceutical, biotechnology, public health, military and transportation/logistics markets worldwide. The company is privately held and is headquartered in Dayton, Ohio, USA.

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