

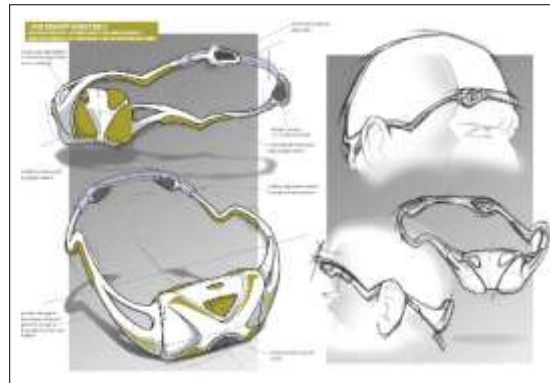


ITS KOOL creator of COOLFX™ *Personal Cooling Devices*

ITS KOOL, LLC, based in Boulder, Colorado U.S.A., is developing the **World's First 'Intelligent' Personal Micro-cooling System**, under our COOLFX™ brand. Utilizing thermoelectric thin-film **nanotechnology**, the patented COOLFX™ system is designed to combat the problems of heat stress in every walk of life and specifically to satisfy an established demand for cooling among elite and recreational athletes, military personnel, construction workers, police, fire and rescue workers, hikers, golfers and other active members of the public including outdoor spectators. Substantial markets in Health Care and Education have also been identified with COOLFX™ providing respectively post-operative benefits and a stimulus to cognition under examination conditions. **ITS KOOL** will introduce to a '**Global Market**' an entirely new class of product, the **Personal Cooling Device** or '**PCD**', with our COOLFX™ products designed to **enhance performance, safety, health and comfort**.

*Approximately 70% of the body's metabolic heat may be dissipated from above the neck and a 1.2°F rise in the brain's core temperature is recognized in the medical world as the threshold to 'heat illness'. By the time the brain's core temperature has become elevated to 2.2°F above normal, cognitive skills, decision-making and reflexes have become severely impaired. In its **Head Cooler** format, COOLFX™ is an active cephalic cooling device, operating either manually or automatically when the 'heat illness' threshold is reached. By stimulating the brain's vassal reactivity through the sensory nerves in the skin, COOLFX™ products are designed to boost the physical and mental performance of any user whose skills and reflexes would otherwise become impaired due to heat stress. This product will also bring long awaited relief to the sufferers of **muscle cramps, migraine attacks and hot flashes**.*

The COOLFX™ concept utilizes thin-film thermoelectric coolers with no moving parts, employing the Peltier Effect to provide a cool and comfortable surface (controlled at an optimum level below the skin's touch temperature), which may rest against the forehead; temples; neck or at other '**vascular**' locations. COOLFX™ products incorporate state-of-the-art components, uniquely combined to create an innovative conduction-cooling system that will provide comfort and protection for millions of users. **The four principle components of COOLFX™ are 1) Micro-thermoelectric coolers (TECs) - miniature heat pumps. 2) Cooling Control System – a unique electronic design for active monitoring and control. 3) Heat sink as a Heat-Transfer System. 4) High-capacity, lightweight re-chargeable batteries.**



Current personal coolers are either passive, inefficient or over-complex. The following competitive devices have been only marginally successful in the market due to their inability to provide adequate cooling: Crystal integrated bandanas providing evaporative cooling (lasting a very short time and soon uncomfortable); Ice/gel packs incorporating phase change materials, which are also short-lived and cause vasoconstriction (narrowing of the blood vessels caused by localized overcooling); Mist water cooler sprays (uncomfortable, heavy and inconvenient); Fan assisted thermoelectric coolers and helmet mounted conventional electric fans (noisy, cumbersome and ergonomically unsound).

COOLFX™ products provide a long-term advantage through a patented technology leap to provide controlled cooling; worn either independently or within almost any form of headgear, apparel or accessory.

The first COOLFX™ Header Cooler products due to be 'soft-launched' in 2011 will be focused on Athletes at an anticipated price-points between \$150 and \$175 subject to certain manufacturing criteria to be determined. Production will then be ramped up at lower price-points for the wider market. COOLFX™ prototypes have been 'field-tested' by athletes since October 2008 and vital performance improvements have been identified and verified in Clinical Trials conducted in December 2009.

This is a 'Groundbreaking' Performance, Comfort and Safety Device for 'Action People'

THE WORLD'S FIRST 'INTELLIGENT' PERSONAL MICRO-COOLING SYSTEM



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