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GAME READY SCORES RECORD NUMBERS

Greater Access to the Recovery Secret of the Pros Enhances Company's Performance

Berkeley, Calif. – November 7, 2006 – CoolSystems Inc. dba as Game Ready, recently sold the 600th system to a professional athlete -- Danica Patrick, the 4th woman to race in the Indianapolis 500. Leveraging NASA spacesuit technology, the Game Ready System actively delivers cold and compression to help people recover more quickly from injuries or orthopedic surgery when used as part of the RICE (Rest, Ice, Compression and Elevation) regimen, a standard of care in physical and post-operative recovery therapy. Game Ready takes the two most difficult-to-manage aspects (ice and compression) to a new, active level.

Game Ready works with athletes, doctors, physical therapists and athletic trainers, combining scientific research with sports medicine to create products that help athletes and active people recover from injury and surgery and perform at their best. Danica, "America's Princess of Speed," joins athletes from a wide range of professional sports in their use of Game Ready as part of regular fitness regimens and competition readiness. Game Ready applies the same advanced technology used to regulate temperature and fluid-flow in spacesuits to comfortable "smart" wraps applied to the injured area that deliver advanced cold therapy and intermittent, active compression to keep fluids moving in and out of the affected area, with the goal of accelerated healing, decreased pain and greater comfort during the recovery process.

"Our research and development staff has perfected the Game Ready technology to deliver the best cold and compression therapy available. Having proven ourselves as part of some of the world's top athletes' recovery regimens, we're thrilled to be building partnerships and programs that offer consumers greater access to our products," said Tom Oliver, CEO of Game Ready. "Our recovery systems are now available for direct purchase, for lease, for rental periods and by prescription. Our ultimate goal is to have Game Ready Systems available to assist the recovery of anyone suffering from injury, and this year shows we're on our way."

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Game Ready by the Numbers

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In addition to the 600th professional athlete benchmark, 2006 has been a year of significant numbers for Game Ready.

- 240.7 percent growth from 2003-2005, due in large part to its wide popularity among professional athletes, orthopedic surgeons, physical therapists and athletic trainers.
- 212 Major NCAA programs who help college athletes recover from injury with Game Ready Accelerated Recovery systems.
- 109 + professional sports teams from MBL and NFL to NHL and NBA that incorporate the system into training rooms, on the bus and even on the sidelines to get players healthy and give them the fighting edge that makes programs successful.
- 100+ Top orthopedic surgeons who prescribe Game Ready to aid in patient recovery and maintenance.
- 30 of 32 NFL teams that use Game Ready to help players recover from the game's extreme wear and tear.
- 19: ranking on the San Francisco Business Times list of fastest-growing private companies in the Bay Area.
- 15 Game Ready products available for direct purchase since they became available online at www.gameready.com.
- 12: placement on the East Bay Business Times list of fastest-growing private companies in the East Bay.

Game Ready is featured in leading orthopedic clinics including Steadman Hawkins, Kerlan-Jobe, OrthoIndy, Santa Monica Sports Medicine Institute, Stanford Medical, Muir Orthopedic, and more. The systems also keep individuals 'in the game' at US Olympic Training Centers, the U.S. Navy SEALs, the San Francisco Ballet and other world-renowned organizations.

Individuals such as former professional athletes, weekend warriors and those with repetitive-use injuries are incorporating Game Ready Systems into at-home health maintenance and healing. Anyone who has ever suffered a sprain, strain, bruise, tissue tear or orthopedic surgery will benefit from the unique Game Ready System.

About Game Ready:

Based in Berkeley, Calif., CoolSystems, makers of Game Ready, manufactures and markets vasopneumatic cryotherapy systems. The systems provide intermittent or cyclical compression while simultaneously delivering dry, cold therapy when applied to the affected area. The intended therapy of the system is to aid in the reduction of pain, muscle spasms, swelling and tissue damage associated with musculoskeletal injuries, post surgical trauma, or various orthopedic procedures where the patient is advised to follow the R.I.C.E. (rest, ice, compression, and elevation) treatment method. The system can be operated with virtually no 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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