

## Game Ready® Presented with Frost & Sullivan 2010 Product Differentiation Excellence Award

### *System Delivers Superior Treatment, Combining [Active Pneumatic Compression and Cold Therapy](#)*

**Alameda, Calif. – February 18, 2010** – CoolSystems Inc., makers of Game Ready®, a leading [cold and compression therapy](#) system designed to speed recovery from injury or surgery, today announced that it has received the [Frost & Sullivan 2010 Product Differentiation Excellence Award](#) for the [cold therapy](#) market as part of the firm's recent U.S. Braces and Supports Market research report. Frost & Sullivan presented the award to Game Ready after extensive independent industry research and third-party studies showed that the Game Ready's unique combination of [cold therapy and active pneumatic compression](#) has made it a gold standard for [cold therapy](#) for individuals who are healing from injury or surgery. Frost and Sullivan is a global research and consulting firm with a research practice focused on medical devices.

"Game Ready clearly stands out in the [cold therapy](#) market because it takes injury recovery to a higher level with the combination of active pneumatic compression and circumferential cold therapy in one convenient system," said Aarti Shetty, an industry analyst at Frost & Sullivan. "As a result, Game Ready has evolved as a strong name in the [cold therapy](#) market with this quality product that has quickly become the gold standard of treatment."

Unlike more conventional [cold therapy](#) solutions, the Game Ready System offers the added benefit of [active pneumatic compression](#) from form-fitting anatomic wraps to help limit swelling, control edema, increase blood flow and delivery of oxygen to the injured area and encourage acceleration of the healing process. "Our research indicates Game Ready has been able to achieve significantly improved results over cold packs and other [cold therapy](#) devices available in the market," added Shetty. "As a result, Game Ready is a one-stop shop for all pain management requirements for the average patient and the elite athlete alike."

These benefits have made Game Ready the injury treatment system of choice for thousands of prominent orthopedic clinics, athletic trainers and physical therapy centers. The Game Ready System is a vital component in post-surgical recovery and injury rehabilitation for tens of thousands of patients every year. In addition, numerous colleges, university and high school athletic programs and several teams in nearly every professional sport use the Game Ready System, including the NFL, NBA, and NHL. In addition, organizations such as the U.S. Soccer Federation, the U.S. Olympic Committee, and military operational forces including the U.S. Army Special Operations and the U.S. Navy SEALs use the Game Ready System to help individuals maintain peak performance.

"We are honored to accept this Product Differentiation Excellence Award from Frost & Sullivan," said Russ Harrison, Game Ready's president and CEO. "While the award was unanticipated, we believe that having Frost & Sullivan recognize Game Ready further validates what our patients, prescribing physicians and physical therapists have been saying for years: The Game Ready System goes above and beyond traditional [cold therapy](#) to speed healing and improve patient comfort."

#### **About Frost & Sullivan**

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and

best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

#### **About Game Ready**

Based in Alameda, Calif., CoolSystems Inc., makers of Game Ready®, manufactures and markets pneumatic [cryotherapy](#) systems for both people and animals. 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](http://www.gameready.com).

#### **Media Contact:**

Susan Lehman, Rockpoint Public Relations  
510.832.6006, [susan@rockpointpr.com](mailto:susan@rockpointpr.com)

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