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Exergen TemporalScanner Sponsors 'Game Time Temperature' for NFL and College Bowl Games



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WATERTOWN, Mass., Dec 23, 2009 /PRNewswire via COMTEX/ ----To strengthen awareness of its TemporalScanner(TM) Temporal Artery Thermometer during flu season, Exergen(R) Corporation has introduced sponsorship of "game-time temperature" for national radio broadcasts of NFL games and the upcoming College Bowl football games.

The "Exergen Game-Time Temperature" promotion is the first of its kind in the thermometry industry and is currently running on Sunday Night Football and Monday Night Football regular season games, College Bowl games, and will include all NFL playoff games and the Super Bowl. The sponsorship was very successful during this past season's MLB playoffs and the World Series.

"We pride ourselves on changing the way the world takes temperature with our innovative [technology](#) and that message will be delivered to millions of Americans over the next few weeks. Knowing how prevalent the flu is around this time of year, many of these fans may need the TemporalScanner before the football season ends in February," said Exergen Corporation founder and CEO Francesco Pompei, Ph.D. "Given how temperature affects game play, we think the sponsorship dovetails nicely with our TemporalScanner thermometer."

The ad campaign coincides with flu season and features Exergen's TemporalScanner infrared temporal artery thermometer, most accurate and least invasive thermometer on the market. With multiple influenza viruses circulating this year, Exergen is reminding consumers that the infrared TemporalScanner thermometer is an essential tool for identifying fever, the most important symptom of the flu.

Exergen markets two models of the TemporalScanner thermometer: a professional model for doctors' offices and hospitals, and a consumer model sold in major retailers including Wal-Mart, Target, Walgreen's, Costco, Sam's Club, Babies "R" Us, Toys "R" Us, and BJ's. More than 600 million temperatures are taken each year with the TemporalScanner. Used in two-thirds of hospitals and half of pediatricians' offices in the country as well as in millions of homes, it is also the only thermometer manufactured in the United States.

Exergen Corporation is recognized worldwide as an innovator and leading manufacturer of patented infrared thermometers, scanners, [sensors](#) and controls. The company holds more than 100 U.S. and international patents for non-invasive thermoregulatory devices. Its products are used in a wide variety of industrial and medical applications for both professionals and consumers. For additional information, visit www.exergen.com.

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