



Exergen TemporalScanner Sponsors 'Game Time Temperature' for NFL and College Bowl Games Pioneering Campaign Helps Football Fans Fight Flu and Fever

PR Newswire | 10 Jan 2011 | 11:15 AM ET

WATERTOWN, Mass., Jan. 10, 2011 /PRNewswire via COMTEX/ -- Drawing attention to its TemporalScanner(TM) Temporal Artery Thermometer during flu season, Exergen(R) Corporation is sponsoring 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 only one of its kind in the industry, sponsored Sunday Night Football and Monday Night Football regular season games, College Bowl games, and will include all NFL playoff games and the Super Bowl.

"Our innovative technology is revolutionizing the way the world takes temperatures and we're proud to share that message with millions of Americans," said Exergen Corporation founder and CEO Francesco Pompei, Ph.D.

"With weather conditions and air temperatures often an influential factor on game days, our sponsorship fits in well with the game broadcasts. Fans will appreciate hearing about a fast, accurate way to detect fever readings -- especially if a family member catches the flu during football season." The sponsorship was very successful during this past season's MLB playoffs and the World Series. The TemporalScanner promotion was featured during the historic no-hitter thrown by the Philadelphia Phillies' Roy Halladay who was only the second pitcher in post season play to accomplish the feat and the first since 1956.

The current ad campaign coincides with flu season and features Exergen's TemporalScanner infrared temporal artery thermometer, the #1 retail thermometer brand on the market and the #1 choice of pediatricians, due to its superior accuracy and gentle non-invasiveness. 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 version 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 800 million temperatures are taken each year with the TemporalScanner. Used in thousands of hospitals and 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 60 U.S. patents for non-invasive temperature measurement 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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ADV SUBJECT CODE: CON

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