

Exergen 'Game Time Temperature' Contest Helps Football Fans Tackle Cold and Flu Season

Non-Invasive Thermometry Leader Donates Medical Thermometers to Local United Way Organizations



Press Release Source: Exergen Corporation On Wednesday January 19, 2011, 10:47 am EST

WATERTOWN, Mass., Jan. 19, 2011 /PRNewswire/ -- Throughout the playoffs and championship game of Professional Football, Exergen® Corporation is offering football fans a post season play at winning TemporalScanner™ Temporal Artery Thermometers. Football fans who guess the game time temperature before it is announced on national radio broadcasts of pro football's divisional rounds, conference championships, All Star and Championship games can win an Exergen TemporalScanner.

The "Exergen Game Time Temperature" promotion is the first of its kind in the thermometry industry, having been exclusively featured in professional baseball, football and college football games. The "Game Time Temperature" contest is the newest addition to the campaign, which has been rolled out during flu season to bring awareness to Exergen's TemporalScanner, which takes accurate readings with just a gentle forehead scan.

Football fans and flu-conscious consumers alike are encouraged to visit www.gametimetemperature.com and submit a guess of what the game time temperature will be at the kick off of each playoff game. The temperature announced at kick off will determine the number of thermometers given away for each game. "Knowing how prevalent the flu is this time of year, many football fans may need the TemporalScanner before the football season ends in February," said Exergen Corporation founder and CEO Francesco Pompei, Ph.D. With multiple influenza viruses circulating this year, Exergen is reminding consumers that the infrared TemporalScanner thermometer is essential for identifying fever, the most important symptom of flu. "The Game Time Temperature contest is a fun and interactive way for fans to learn about the TemporalScanner and win a trusted medical device used by doctors and nurses across the country," added Pompei.

As a part of the "Game Time Temperature" contest, Exergen is donating one TemporalScanner to local United Way organizations for every degree of temperature in the stadium at kick off. For last week's divisional rounds, thermometers were donated to the United Way of Massachusetts Bay & Merrimack Valley, the United Way of Allegheny County and the United Way of Metropolitan Chicago. During the coming weekend's conference championships, Exergen plans to donate thermometers to United Way organizations in the Green Bay and New York City areas.

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 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 TemporalScanners. 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.

The sponsor of the Contest is the Exergen Corporation, 400 Pleasant Street, Watertown, MA 02472.

Exergen is a proud sponsor of the GAME TIME TEMPERATURE announced during Westwood One's national radio broadcasts of the NFL Playoffs, Pro Bowl, and Super Bowl. The Contest is in no way sponsored, endorsed or administered by, or associated with the National Football League, Westwood One, FOX, CBS, NBC or Facebook.