PRESS RELEASE

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CHICAGO, IL. (December 28, 2006) – It's a scorching hot afternoon and you need quick cooling relief. The Cool Box™ Personal Air Conditioner is within easy reach. Unlike a regular air conditioner that can take hours to cool you down, the Cool Box™ delivers an ice cold breeze and mist within seconds of turning it on. Simply load the ice and press ON and the powerful fan provides a chilling cool breeze while a delightful ice cold mist floats towards you, instantly cooling you and saving the day. Want to know more? Here's how it works…

The Cool Box™ Personal Air Conditioner is a 3-in-1 cooling system that utilizes all of O2-Cool's fan and misting technology. The ice cold breeze can lower the air temperature up to 30 degrees, while the powerful fan and mist combine to produce fast cooling relief.

The Cool Box™ contains O2-COOL's brand new technology. With Smart Power™, the built-in power chip automatically chooses the least expensive and most efficient power source to run the fan and mister. The fan uses built-in rechargeable batteries, AC adapter (included), car adapter (included) or 8 D cell batteries (not included), and can provide * up to 24 hours of combined alkaline and rechargeable battery life under typical use.

Load the tray with up to 4 pounds of ice. As hot, muggy air gets sucked in over the ice, a cool breeze comes out of the adjustable vent. As the ice melts, the water drops into the misting tray, allowing for an even cooler misting spray.

Whether you are stuck in a power outage, camping, going to a picnic or just sitting out on the deck, the Cool Box™ Personal Air Conditioner is the ultimate in portable cooling.

O2-COOL® is the premier designer, producer and marketer of "cool", creative, fun and affordable personal consumer goods. We strive to build collaborative partnerships to help serve our customers' needs. For more

information, please call 800-200 COOL (2665) or visit us at www.o2-cool.com.

*Final battery life depends on the age and quality of batteries used. Battery life is determined using low speed under typical periodic on/off use.