

PRESS RELEASE

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CHICAGO, IL. (December 28, 2006) – O2 COOL® introduces a new brand of technology that will heat up the classic fan market. The SMART POWER™ Indoor/Outdoor Rechargeable Fan (Models 1032 and 1040 and 1118), put a new twist on our original Battery Operated Fans.

With Smart Power™, the built-in power chip automatically chooses the least expensive and most efficient power source for the fan to run off of. The fans use built-in rechargeable batteries, AC adapters (included), car chargers (included) or D cell (alkaline) batteries (not included). The built-in rechargeable batteries can charge up to 500 times, which is equivalent to using over 150 alkaline batteries. With powerful patent pending 10” and 5” blades, quiet cooling combines with directional airflow from the built-in pivoting fan cages to produce a strong but comfortable breeze. These products are completely portable due to the convenient carry handle and lightweight design. Smart Power™ fans will provide relief from hot days in the backyard, in your home or office or from unforeseen power outages. With Smart Power™ technology you’ll have under typical use, *up to 75 hours of combined alkaline and rechargeable battery life.

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.