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Exergen® TemporalScanner Sponsors ESPN Radio Broadcast of All Star Game

Predicts First Ever "High Fever" for Game Time Temperature Contest



PRNewswire

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WATERTOWN, Mass., July 7, 2011 /PRNewswire/ -- Wonder what the outdoor temperature will be at the 82nd Annual All Star Game on July 12 in Phoenix, Arizona? Exergen® Corporation, sponsor of ESPN's major league baseball radio broadcasts and ongoing "Exergen Game Time Temperature" contest, is expected for the first time to report a "high fever" air temperature level of as much as 106.6 degrees Fahrenheit that day. This is based on the National Weather Service's historical data for Phoenix weather on July 12. Radio listeners who correctly guess the outdoor temperature at the start of the game before it is announced on ESPN will win a free Exergen TemporalScanner (retail value of \$49.99).

Baseball fans and fever-conscious consumers are encouraged to participate in the contest by visiting www.gametimetemperature.com or the Exergen Facebook page at Facebook.com/Exergen.Corporation to submit a guess of what the game time temperature will be when the first pitch is thrown. Entries will be reviewed against the announcement of the air temperature during the first inning of ESPN's national radio broadcast. The final number of runs scored by the winning team will determine the number of contest winners selected in order of submission.

The "Exergen Game Time Temperature" promotion is the only one of its kind in the industry and is exclusively featured in professional baseball, football and college football games. The contest increases awareness of the Exergen temporal artery thermometer, which was recently named the best selling thermometer among retail brands for the second consecutive year, according to Nielsen and SymphonyIRI Group, Inc. (IRI) data. Nearly one billion temperatures are taken each year with the TemporalScanner in homes, hospitals and doctors' offices across the country, and it is the only thermometer manufactured in the United States.

"Our innovative technology is revolutionizing the way the world takes temperature and we want to share this message with Americans," said Exergen Corporation founder and CEO Francesco Pompei, Ph.D. "The majority of fans are likely concerned with their personal or family health and will appreciate a fast, accurate way to detect fever. With temperatures expected to reach extreme elevations corresponding to a medical condition commonly referred to as "hyperpyrexia," we are reminding fans to implement best health practices, paying special attention to monitoring fever accurately and non-invasively."

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 Walmart, Walgreens, Target, Babies R Us, Toys R Us and in warehouse club stores including Costco, Sam's Club and BJ's Wholesale Club. 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.

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