

FIRSTICE® Transcends the Ice Pack Market as an Innovative Cold Therapy Product

Available Soon in Retail Outlets for Consumers to Purchase

SAN DIEGO, CA—March 12, 2008—METIS Products LLC developer of the patented FIRSTICE® cold therapy product line, is receiving accolades from the medical community for its effectiveness as hospitals make the switch from ice and gel packs. FIRSTICE® was initially created for the medical community, but is currently moving into the mainstream retail outlets for consumers to utilize the unique technology for their injuries and home use needs. Additionally, customers may purchase FIRSTICE® directly from www.firstice.com now.

FIRSTICE® is a patented product that uses a polymer bead backbone to hold water in a gelatin-like state at room temperature. Once the water freezes, each molecule disassociates from the gelatin and this process creates a bag of snow, softer and more comfortable than the current products that have been used over the last 40 years. Previous types of ice and gel packs were troublesome as they were neither reusable nor kept cold for more than a short period of time. For hospitals and consumers alike, gel and instant cold packs just don't last, while regular ice is messy, uncomfortable and inconvenient.

Popular Science Magazine named FIRSTICE® as one of "12 Must Have Products" for 2007. "FIRSTICE® is the next generation of cryotherapy," says Bryan Kilbey, President of Professional Products, Inc., [www.ezywrap.com] which distributes FIRSTICE® to medical professionals. "Our clients rave that their patients are continuously telling them of the pain relief effects of our FIRSTICE® products."

Key Benefits of FIRSTICE®:

- Reusable within a few hours
- Safer for the skin than ice, gel or chemical packs
- Lasts four times longer than gel and chemical ice packs of same size
- Molds to the right shape without decreasing effectiveness
- Cost effective
- No leaking or watery mess

About METIS Products LLC:

Based in San Diego, California, METIS Products LLC manufactures medical devices and cold therapy products including the FIRSTICE® line. Our patented technologies are used by medical specialists, professional sporting organizations, corporations and individuals. Sample clientele are the Southern California Olympic Training Facility, San Diego Padres, US Navy and US Department of Labor – Job Corps. For more information or purchase information, please contact us online at www.firstice.com.

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FIRSTICE® is registered to METIS Products LLC. Patent No. 5,800,491