

CVS.com Sells FIRSTICE® Online to Consumers for Cold Therapy Relief

New Cold Therapy Product using Snow Technology is Planned for Dynamic Growth as FIRSTICE(R) is Named as "The World's Only Portable Continuous Cold Therapy" product.

SAN DIEGO, CA—MARCH 3, 2009—METIS Products LLC, developer of the patented FIRSTICE® cold therapy product line, is pleased to announce its newest retailer, CVS.com. Considered, "The World's Best Cold Pack" with its patented SNOW TECHNOLOGY™, FIRSTICE® has only been available to professionals such as doctors, physical therapists, trainers and others in the medical industry who consider it "The Only Portable Continuous Cold Therapy" product. "In my 14 years of working with professional athletes and Olympians, FIRSTICE® is the best product for reducing swelling at the time of injury and as a preventative therapy at home for soreness and quicker healing," said Liba Placek, contracted trainer and physical therapist for the San Diego Chargers and San Diego Padres. FIRSTICE® is changing the industry with its innovative cold therapy solution and consumers can now purchase it at www.CVS.com.

"FIRSTICE® has been recognized as the unique and effective cold therapy product for CVS.com customers," said James Pantera, Director of Operations of METIS Products LLC. "The recent traction of FIRSTICE® in the consumer marketplace allows us to supply our product to the public for their everyday aches and pains." FIRSTICE® is a unique product that uses a polymer bead backbone to hold water in a gelatin-like state at room temperature. After freezing, the resulting bag of snow is pliable to quickly relieve pain and reduce swelling on injured areas.

Key Benefits of FIRSTICE®

- Safer than ice, gel or chemical packs
- Lasts up to three hours for intermittent or continuous cold therapy
- Molds to the right shape without decreasing effectiveness
- Reusable within a few hours
- Cost effective and environmentally friendly
- No leaking or watery mess

About CVS/pharmacy:

CVS/pharmacy, the retail division of CVS Caremark Corporation (NYSE: CVS), is America's largest retail pharmacy with 6,300 retail locations. CVS/pharmacy is committed to improving the lives of those we serve by making innovative and high-quality health and pharmacy services safe, affordable and easy to access, both in its stores and online at CVS.com.

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 French Olympic Committee, Southern California Olympic Training Facility, San Diego Padres, US Navy and US Department of Labor – Job Corps as well as the weekend warrior that plays recreational sports. For more information or purchase information, please contact us online at www.firstice.com.

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