

FIRSTICE® Wins Award from the National Health and Wellness Club with 99% Approval Rating

SAN DIEGO, CA—MARCH 9, 2009—METIS Products LLC, developer of the patented FIRSTICE® cold therapy product line, is pleased to announce that FirstIce has been reviewed and approved by 99% of the testers, thus earning The National Health and Wellness Club Member Tested and Recommended Seal of Approval. The results will be announced in the March/April issue of Today's Health and Wellness Magazine.

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. "The recognition and high recommended percentage rating further validates how effective FIRSTICE® cold therapy is in comparison to traditional gel and ice packs," said James Pantera, Director of Operations of METIS Products LLC.

Testing comments from the National Health and Wellness Club:

- The transformation to a bag of snow was amazing. FIRSTICE® is great for migraines and general aches and pains. It stays cold & snowy for a long period of time and then returns to snow in just a few hours in the freezer.-Rosa Thomsen
- FIRSTICE® is a great product to keep at home or in the workplace for emergency first aid.-Debra Weller
- FIRSTICE® is wonderful for soothing injuries in awkward spots or curvy areas like knees and shoulders as it is flexible.-Dena Wiggins
- FIRSTICE® is the best ice product we have ever used. We would recommend everyone have at least one pack of FirstIce in their freezer.-Harry Ennis

FIRSTICE® can be purchased at CVS.com, Walgreens.com, and in quantity at www.firstice.com.

About Today's Health and Wellness:

Written and produced for the health-conscious woman over 40, *Today's Health & Wellness* focuses on overall balance in life. With instruction on both Western and complementary healthcare, and an emphasis on healthy eating, the magazine's carefully researched articles and product reviews keep readers happy, healthy and active. By elevating the health and vitality of its readers, *Today's Health & Wellness* achieves what every health magazine strives for—making a difference in people's lives. See the *Today's Health & Wellness Club* web site and e-newsletters online for instruction, information and advice at <http://www.healthandwellnessclub.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.

MEDIA CONTACT: Sarah Gardner

sg@firstice.com



###