

NEW GAME READY™ CANINE TREATMENT HELPS DOGS HEAL Patented Cold and Compression Therapy Adapted For Dogs

Alameda, Ca. -- October 24, 2008 -- Game Ready announced today it has introduced its new Veterinary System and Canine Wraps that extend its market-leading cold and compression technology to the treatment of dogs. The product release was made at the recent ACVS Symposium (American College of Veterinary Services) in San Diego, California.

The Game Ready Veterinary System gives both veterinarians and pet owners a new treatment option that helps to speed healing from surgery and soft tissue injuries, while reducing pain and inflammation in dogs.

“The Game Ready System has also been used to relieve back and orthopedic injuries, arthritis, torn ACLs and to increase the range of motion for dogs undergoing physical rehabilitation,” says Oklahoma City’s Tina Neel, DVM, who helped develop the Canine Wraps.

The Game Ready Veterinary System and Canine Wraps help reduce swelling immediately following injury. Reducing swelling in those critical first minutes allows the vet to begin treatment much sooner and can reduce tissue damage.

Dr. Neel says, “In pre-op cases we have visibly seen the reduction in swelling. We started measuring the limbs and could reduce the swelling in the fore limbs by ½ inch to 1½ inches, while the swelling in the rear limbs went down 1 inch to 3½ inches after 30 minutes of treatment, depending on the type of injury.”

Dr. Neel also indicated that the therapy seems to be agreeable with the dogs. “Once the therapy started, the dogs usually enjoyed the session. In fact, I have had several dogs fall asleep during the treatment.”

Game Ready continues to evolve its technology into broader applications in veterinary medicine.

“It is exciting to watch our company’s technology extend from the sports medicine space in humans to an application for horses and now to the much broader canine market. Bringing our treatment to smaller animals adds a huge and exciting opportunity for us and for those who care for dogs. Veterinarians, pet owners, and the animals themselves will all benefit from this new application,” says Russ Harrison, Game Ready chief executive officer.

Dr. Neel says, “Game Ready’s cold and compression Canine Wraps can relieve inflammation and swelling in your beloved family pet to make his life more comfortable and enjoyable and will help get him back out playing with the rest of the family.”

The Canine Wraps can be adjusted to fit almost any size of dog. The system, including the Canine Wraps, starts at \$2610 and can be purchased by calling Game Ready at 1.888.GameReady (1.888.426.3732).

About Game Ready:

Based in Alameda, California, CoolSystems Inc., makers of Game Ready, manufactures and markets pneumatic cryotherapy systems for both people and animals. The systems provide intermittent or cyclical compression while simultaneously delivering dry, adjustable cold therapy when applied to the affected area. The system can be operated with minimal training, and with its patented ergonomic wraps, adjustable temperature and compression levels, and its portable design, can be incorporated into a multitude of treatment protocols. For public information, please visit www.gameready.com or www.gamereadyveterinary.com.

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