

PRESS RELEASE

Contact: Kris Nordholz
Full Media, Inc.
Phone : 770.534.2515
Fax: 770.534.2516
knordholz@fullmedia.com
www.fullmedia.com

exo² *The Heat Inside*
www.theheatinside.com
877-exo2-HEAT (877-396-2432)
Custom Heaters & Research
www.customheatersandresearch.com
845-758-0700
Chicken Hawk Racing
www.chickenhawkracing.com

August 12, 2009
For Immediate
Release

exo² appoints Custom Heaters & Research (CHR) as the country's first factory trained and authorized FabRoc™ heat technologists.

CHR, a subsidiary of Chicken Hawk Racing, is factory trained by exo² and will develop a line of products using FabRoc™, a 21st Century, SMART, wireless, safe and very durable heat technology.

Milton, GA, August 12 2009: [Custom Heaters & Research](http://www.customheatersandresearch.com) (CHR) is an industrial heat solution provider whose customer list includes Consolidated Edison, Dow Corning and Talgo High Speed Trains. CHR is a subsidiary of [Chicken Hawk Racing](http://www.chickenhawkracing.com), an OEM of electric heaters for the motor sports industry. Among other products, [exo²](http://www.exo2.com) manufactures an exciting line of heated powersports apparel.

CHR founder and President, David Podolsky, pioneered Tire Warmers in the USA in 1992 and now produces the Tire Warmer of choice for virtually every Official Factory AMA Superbike Team. By partnering with exo², CHR will continue to enhance their position as the market leader by utilizing a superior technology to traditional heated wire systems.

"Matching together our [FabRoc™](http://www.fabroc.com) technology with the experience and reputation of CHR was an easy decision for us", says exo² President and CEO Drew Walston. "We're excited to partner with CHR to create and distribute an expanded line of FabRoc™ heated products for a variety of industries including manufacturing, construction, food service and delivery operations. We believe FabRoc™, with its Positive Temperature Coefficient, stretchable and crushproof properties will revolutionize how products are heated in the future and are glad to have CHR on our team", continues Walston.

CHR President David Podolsky, was a special guest of exo² at their annual meeting in Scotland this April. There he met the inventor of FabRoc™, Robin Caird, and learned firsthand how to work with the exo² proprietary technology. "We're thrilled to partner with exo², and honored to be selected as their North American partner. We're already busy building prototypes and marketing our new line of FabRoc™ powered products for the powersports and other commercial industries", says Podolsky.

If you're interested in working with the exo² / CHR team to create a unique heating solution for your needs, please contact either [Drew Walston](mailto:drew@exo2.com) or [David Podolsky](mailto:david@exo2.com) for more information.

Both Drew Walston and David Podolsky are available for interview. Contact [Full Media](http://www.fullmedia.com) to schedule an appointment.