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Exergen Teams Up With AdLarge Media to Reach NASCAR and INDYCAR Racing Fans for "Fast And Accurate" Sponsorship

WATERTOWN, Mass., May 24, 2012 (GLOBE NEWSWIRE) -- With the Indianapolis 500 and The Coca Cola 600 fast approaching, Exergen® Corporation announced its sponsorship of "Fast and Accurate," the company's latest collaboration with INDYCAR and NASCAR Nationwide Series and Sprint Cup races. This campaign will introduce the fast and accurate Exergen TemporalScanner thermometer to millions of race fans nationwide. The campaign, which launches Memorial Day weekend and runs through November, will air during the national radio broadcasts of The Indy 500 and Coca Cola 600.

The sponsorship will engage race fans at all levels. Race broadcasts will be carried by AdLarge Media's motor sports partners: The Performance Racing Network (PRN), The Indianapolis Motor Speedway Radio Network (IMSRN) and their websites, reaching 5 – 12 million fans each week.

"We are pleased to support our retailers through this new motor sports partnership with AdLarge Media and their auto racing partnerships with INDYCAR RADIO and PRN RADIO. Racing is America's number one spectator sport," said Exergen Corporation founder and CEO Francesco Pompei, Ph.D. "Following successful collaborations with the NFL and MLB, we look forward to introducing the Exergen TemporalScanner, which takes fast and accurate temperatures with a gentle forehead scan, to avid INDYCAR and NASCAR fans through race-time reports and contests."

Throughout the duration of the season, Exergen will be the official sponsor of the race time temperature. The reports will include temperatures at the green flag start and other important times throughout the race. There will also be contests for entrants to guess the green flag temperature; winners will receive Exergen TemporalScanner thermometers and other additional prizes. Listeners will also have a chance to win if they suggest a "Fast and Accurate" move from that day's race.

Statistics from a recent sports study report that the Indianapolis 500 and many signature Sprint Cup races draw larger crowds than The Super Bowl and World Series Games combined. The Indy 500 is the largest single day spectator event in the United States and NASCAR is consistently ranked as one of America's top spectator sports.

Exergen markets two models of the TemporalScanner thermometer: a professional version for doctors' offices and hospitals, and a consumer model sold in major retailers including Wal-Mart, Target, Walgreen's, Rite Aid, Costco, Sam's Club, Babies "R" Us, Toys "R" Us, and BJ's. More than one billion temperatures are taken each year with the TemporalScanner. Used in thousands of hospitals, clinics, and pediatricians' offices in the country as well as in millions of homes, it is the #1 retail brand, and is also the only thermometer manufactured in the United States. The performance of the Exergen TemporalScanner is supported by more than 40 peer-reviewed published studies covering all ages from preterm infants to geriatrics and all care areas from hospitals to homes.

Exergen Corporation is recognized worldwide as an innovator and leading manufacturer of patented infrared thermometers, scanners, sensors and controls. The company holds more than 60 U.S. patents for non-invasive temperature measurement devices. Its products are used in a wide variety of industrial and medical applications for both professionals and consumers. For additional information, visit www.exergen.com.

The Exergen Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=10660>

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