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EXERGEN

Exergen Corporation Supports Retailers This Summer With Nationally Syndicated Radio Campaign

Health News Spot Reaches More Than 20 Million People



July 28, 2015 07:00 ET | Source: Exergen Corporation

WATERTOWN, Mass., July 28, 2015 (GLOBE NEWSWIRE) -- Exergen Corporation kicked off its summer marketing campaign with a Radio News Release (RNR) communicating to families the importance of traveling with an accurate and convenient thermometer. The health news spot, titled "*Be Prepared for a Sick Child on Vacation*" highlights what to pack in the event of illness. The RNR aired nationally through syndicated radio networks like Main Street Radio, Business Talk Radio, CNN, Fox News and Fox Business.

Both the 30-second and 60-second spots feature advice from Linda Ciampa, a registered nurse and mom, who brings credibility to the message. Ciampa endorses and recommends the Exergen TemporalScanner because its accuracy is supported by more than 50 peer-reviewed published studies.

"Typically cold and flu season is when we focus on promoting the TemporalScanner, however this year we also wanted to do a big push during the busy summer travel season," said Dr. Frank Pompei, CEO of Exergen Corporation. "We chose to do a radio news release because of its extensive reach. We are continually looking for new marketing channels to promote the TemporalScanner."

The RNR was picked up by more than 1,100 channels reaching a listenership of more than 20 million. The RNR is complemented by Exergen's far reaching radio advertising campaign that airs on Indy Car Radio, Motor Racing Network, Progressive Radio Network and Total Traffic and Weather. It also highlights the importance of bringing the Exergen TemporalScanner on a family vacation.

ABOUT EXERGEN CORPORATION

Exergen markets two models of the TemporalScanner thermometer: a professional version for doctors' offices and hospitals, and a consumer model sold in major retailers nationwide. More than one billion temperatures are taken each year with the TemporalScanner. It is used in thousands of hospitals, clinics and pediatricians' offices across the country, as well as in millions of homes. It is the #1 preference of pediatricians in the US and #1 selling retail thermometer. The Exergen TemporalScanner's performance is supported by more than 50 peer-reviewed published studies covering all ages from preterm infants to geriatrics and all care areas from hospitals to homes. For additional information, visit www.exergen.com.

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