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Exergen TemporalScanner Thermometer "Hot Head" Radio Spot Voted a Top Five Super Bowl Ad

GlobeNewswire Exergen Corporation
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WATERTOWN, Mass., Feb. 4, 2014 (GLOBE NEWSWIRE) -- Exergen Corporation's "Hot Head" radio advertisement heard nationwide during Super Bowl XLVIII on February 2, 2014 has been voted as a top radio spot through WestwoodOne's Super Bowl Audio Index, the first contest of its kind to rank the most creative radio ads heard on Super Sunday. Exergen's advertisement was one of five ads that received top accolades by listeners from WestwoodOne's contest, outscoring ads from such well-known brands as Geico, Ford, Honda, Macy's, and State Farm Insurance.

Exergen's ad described a mother speaking to a friend about how she was able to know that her infant's fever broke overnight thanks to the new Exergen Smart Glow TemporalScanner(TM), while poking fun at "hot head" fans watching the Big Game. The TemporalScanner thermometer is backed by more than 50 peer-reviewed published clinical studies, and used in thousands of healthcare facilities and millions of homes.

"To have our ad recognized for creativity amongst other esteemed corporations during the biggest advertising event of the year is a true honor," said Dr. Frank Pompei, CEO of Exergen Corporation.

Exergen's ad was joined in the top five winners by submissions from Motel 6, Subway, Taco Bell, and Tilted Kilt Pub & Eatery. The competition was voted on by both consumers and a panel of advertising, media, and creative executives. In total, 30 companies submitted ads to be broadcasted during WestwoodOne's exclusive play-by-play coverage of Super Bowl XLVIII, which was heard by more than 26 million listeners on over 700 radio stations in the United States.

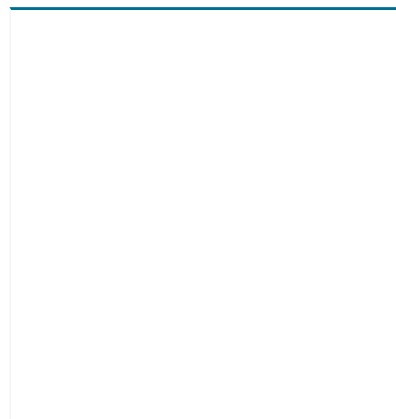
To see the vote results and listen to the ads submitted, go to www.westwoodone.com/ext/Vote

ABOUT EXERGEN CORPORATION

Based in Watertown, Massachusetts, Exergen manufactures all of its products in the U.S.A. The company is recognized worldwide as an innovator and leading manufacturer of patented infrared thermometers, scanners, sensors and controls for medical and industrial use. For additional information, visit www.exergen.com.

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