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Exergen TemporalScanner "Play-By-Play" Radio Spot Voted Top-Five Super Bowl Ad

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February 05, 2015 10:09 ET | Source: Exergen Corporation

WATERTOWN, Mass., Feb. 5, 2015 (GLOBE NEWSWIRE) -- Exergen Corporation's "Play-by-Play" national radio advertisement that aired during Super Bowl XLIX on February 1st has been voted a top-five radio spot in the Westwood One's Super Bowl Sound Awards. This makes it the second consecutive year that Exergen had a top-five finish in the radio spot contest. Exergen's advertisement was joined by submissions from Poo-Pourri, Motel 6 and Subway in the top five and outperformed such megabrands as Geico, Honda and Macy's, among others.

"For our radio spot to be recognized for creativity and excellence in sound during the biggest advertising event of the year is truly an honor, especially competing against such leading brands," said Dr. Frank Pompei, CEO of Exergen Corporation.

The 30-second spot featured a scenario in which a sick child must have her temperature taken by her mother. The situation is described in a sports play-by-play format, calling out each step a mom takes using the Exergen Smart Glow TemporalScanner™ thermometer. A referee then cuts in to announce that the TemporalScanner is the most convenient and accurate method to take a temperature and affirming that the temperature reading is good.

In total, 34 companies submitted more than 50 advertisements that were broadcasted on more than 700 radio stations carrying WestwoodOne's exclusive coverage of Super Bowl XLIX, as well as SiriusXM Radio, NFL.com/Audiopass, Verizon's NFL Mobile app, and the American Forces Radio Network.¹

To review the full contest results and to listen to the ads submitted, visit www.thesoundawards.com.

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.

¹ <http://www.westwoodone.com/LEARN-MORE/Press/Westwood-One-Champions-Creative-Sound-with-the-Super-Bowl-Sound-Awards>

Anthony Smith
Rosica Communications
P: 201.843.5600 F: 201.843.5915
95 Route 17 South, Suite 202
Paramus, New Jersey 07652

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Contact Data

Anthony Smith
Rosica Communications
P: 201.843.5600 F: 201.843.5915
95 Route 17 South, Suite 202
Paramus, New Jersey 07652

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CONTACT US

Corporate Headquarters

5200 W. Century Blvd.
Suite 890
Los Angeles, CA 90045

Phone: (800) 307-6627

Fax: (800) 307-3567

European Headquarters

Nikolaj Plads 6
P.O. Box 1040
Copenhagen, Denmark

Phone: +45 33 77 03 77

Fax: +45 33 12 86 13
