



Changing the way the  
**WORLD** takes temperature

Exergen Corporation

January 31, 2014

Exergen is a proud sponsor of the Game Time Temperature announced during ESPN's national radio broadcasts of Major League Baseball, along with Sports USA Radio Network and Westwood One's national radio coverage of NCAA Football, and the NFL.

Dear Bob,

For sports fans like myself, the Super Bowl is the most exciting of all. With viewers from all over the world tuned in to see who will be the king of the National Football League.

Over the years, Exergen has been advertising on the radio, nationally with Westwood One Sports, and is a proud sponsor of the Game Time Temperature. We have a contest where you can guess the temperature announced on the air by the Westwood One broadcast team and win a TemporalScanner Thermometer.

This year will be the first time the Super Bowl has been played in a cold weather stadium, outdoors and could make history as the coldest ever. Exergen will be there again, our game time temperature contest will also be going. And Exergen will also be part of a contest for the best radio ad on Westwood One. Please take the time to listen to our ad and vote for us at <http://www.westwoodone.com/ext/Vote>

I'll also be a guest of Westwood One in the Meadowlands for the big game this weekend. I'll tweet out some photographs, follow me on Twitter @bhirtc.

Another role Exergen has with the Super Bowl is via an industrial OEM called M&R (who does on demand printing on T-Shirts for events such as Super Bowls and rock concerts). Everybody wants to be the first one to have that Super Bowl Champion shirt when their team wins, and M&R (with the help of the Exergen IR/c) will provide quality and speed. As soon as the gun ends the game, the presses are fired up and printing so that when the fan leaves the stadium they have that collectible souvenir they'll cherish forever. Some shirts are even printed before the winner is decided, with the incorrect team, and those can't be sold but are sent to third world countries for charity.



Another announcement I'd like to make at this time, is regarding 2014 pricing. Our Industrial price list from 2012 is still valid, we are proud to say that our price list hasn't changed in 2 years. That keeps us from staying competitive these days, and allows the customers to stay loyal to us. Thank you for your loyalty. Everybody have a Super Weekend!

Sincerely,  
Bob Harris  
Exergen Corporation  
Industrial Sales Manager

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