

FOR IMMEDIATE RELEASE

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SOLAR COOL TECHNOLOGIES™ LAUNCHES FIRST SOLAR-POWERED COOLER AT CONSUMER ELECTRONICS SHOW, LAS VEGAS



January 3rd, 2014- Las Vegas, NV): Solar Cool Technologies™ is proud to release the first portable, solar-powered, refrigerating cooler for consumers, the same day the product will debut at the annual Consumer Electronic Show. The SolarCooler™ is the ideal product for boaters, beachgoers, tailgaters, and camper's by eliminating the need for ice to keep their items perfectly chilled. In addition, the cooler is also capable of powering accessories through its 12-volt outlet and a USB port: perfect for keeping cell phones charged or powering a blender for margaritas. Light-weight and with an optional wheel kit, The SolarCooler™ promises to keep items cool for over 24 – 48 hours. Initially, The SolarCooler™ will be available for purchase through kickstarter and available for \$900 - \$1,200, depending on how early customers make their purchase. The first 150 coolers will be discounted at \$900.00 and orders will be shipped in June. To order, visit www.GoSolarCooler.com/kickstarter and click on the "fund with kickstarter" icon at the top of the page.

"Let's leave ice in the Ice Age. It is time for the next generation of cooler that is capable of refrigerating its contents from capturing ambient energy. Ice is an antiquated method of cooling. An elegant solution is right outside the box, literally speaking," McGann explained. He

developed the idea for the product on a hot day at the beach in 2004 while studying for final exams. As the sun's rays overwhelmed him, the contents of his cooler slowly melted. "It dawned on me that there must be a way to harness all the energy from the sun to reverse the thermal flow, possibly powering a refrigeration cycle." In addition to Solar Cool Technologies'™ 'green' efforts, every purchase of a consumer SolarCooler™ will donate a portion of its sale towards providing SolarCooler's™ for vaccine transportation to under-developed regions of the world.



Founder of Solar Cool Technologies, Ryan McGann, accepting the award for 'Energy Innovation Entrepreneur' of 2013.

Solar Cool Technologies™ was established in 2007 by Ryan McGann in Shoreham, New York. He is the recipient of the '2013 New York State Innovative Energy Technology Award' and winner of Stony Brook Universities 'Entrepreneur' competition. For more information on The SolarCooler™ or Solar Cool Technologies™, contact the company at (631) 246-8800 or sales@gosolarcool.com.

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