

# FOR IMMEDIATE RELEASE

## **NORTH AMERICAN CONSUMERS NO LONGER TO DEPEND ON WIRES OR EXCESSIVE LAYERS TO KEEP WARM**

*Revolutionary technology is introduced to safely and efficiently provide heating solutions using a specially formulated polymer to heat clothing and a wide range of every day products.*

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ATLANTA, GA • FEBRUARY 8, 2008 — e-x-o<sup>2</sup> The Heat Inside, NA, LLC launched its North American product line January 23, 2008, bringing a revolutionary technology to the heating industry. This technology, named **FabRoc™**, is a rubber-like structure (less than 1mm thick) that is flexible enough to be configured into almost any shape and is virtually indestructible. Freezing temperatures have no effect on the flexibility of **FabRoc™**, making it ideal for heated clothing and suitable for a broad range of other commercial applications.

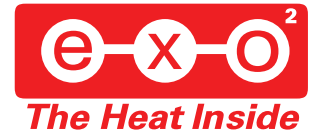
Unlike wire-based or carbon fiber heating systems, **FabRoc™** continues to operate even if it is slit or torn, with NO POSSIBILITY OF SHORT CIRCUITING. Operating from low voltage means that heating systems for moderate users can be powered by rechargeable batteries. The weight of these battery packs (no heavier than a modern mobile phone) makes the heating system ideal for portable use.

**FabRoc™** is:

- **Intrinsically safe** (due to the Positive Temperature Coefficient [PTC] properties and cannot overheat)
- **Inert** (resistant to most chemicals making it ideal for use in extreme environments)
- **Energy Efficient** (converting over 98% of electrical energy into heat)
- **Lightweight** (yielding virtually unlimited applications)
- **Waterproof and Windproof**
- **Crushproof and Stretchable**

Current products carried by e-x-o<sup>2</sup> include heated vests, jackets, insole warmers, gloves and heated back supports. Products can be found online at [www.exo2theheatinside.com](http://www.exo2theheatinside.com) or through a variety of dealers and distributors around the country.

President and CEO Drew Walston, and a team of Atlanta based entrepreneurs founded e-x-o<sup>2</sup> The Heat Inside, NA, LLC as a wholly owned subsidiary of Walston International Holdings, Inc. Through a percentage giving plan, WIH is committed to better the lives of single parents by supporting A Better Day Foundation, Inc., a non-profit organization.



If you would like more information about this topic, or to schedule an interview with Drew Walston, please call Dan Ferrin at 877-396-2432 or e-mail Dan at [dan.ferrin@exo2theheatinside.com](mailto:dan.ferrin@exo2theheatinside.com).