



**For Immediate Release:** 02/03/2010

Guayaquil, Ecuador

Cool Comfort Technologies...Mr. Dennis Ackroyd COO, Mr. Victor Breda, Division President and Mr. Thomas Battista, CFO, were the honored guests of the Barcelona Sporting Club with President, Mr. Eduardo Maruri. Together they introduced to some 100 plus media personnel from around the soccer world that the popular Barcelona Sporting Club would be wearing "COOLCOMFIT" the new cooling technology uniforms for the up and coming 2010 season. Throughout the week Mr. Breda was interviewed by television, print and radio media demonstrating how the product works and its intended benefit to all who wear it.

The new cooling uniforms went through very rigorous testing in both Guayaquil, and Quito, the country's capital. All in attendance were ecstatic with the results of the performance of both the uniforms and athletes improved endurance, playing in the extreme heat. The protocol for testing was established by Mr. Ackroyd (inventor) and verified by the teams "on staff" athletic trainers, and nutritionist. Every step of the initial tests were followed up and verified by the media who just marveled as they watched the temperature of the fabric drop. The technology was perceived to be the perfect performance enhancer for athletes, notwithstanding the benefits that may also be experienced by the general population.

The extreme differences in temperature and humidity in Ecuador signaled this was the right time and right place to introduce the "COOLCOMFIT" technology in South America. This continent contains many countries that experience very hot weather. Its note worthy Ecuadorian military's very serious interest in this technology, as many of their troops must deal with the very humid jungle terrain.

Mr. Ackroyd who invented the technology stated that working in conjunction with Marathon-Sports EC, and the Barcelona Sporting Club allowed CCT to perform extensive testing in extreme conditions at both their facilities that would not have been possible until May or June if done in the US. This would have delayed the technology introduction until late summer 2010. The testing went fabulous, exceeding all expectations of both the medical staff and the athletes. Guayaquil was hot and humid and Quito at about 9,000 feet above sea level was hot and dry. The average temperature was about 29 C and the uniforms performed in the 17 to 19 C range throughout the practice sessions. Mr. Ackroyd stated everyone was very pleased with the results and that the testing would continue to assure consistence of product performance over a several week period.

Cool Comfort Technologies maker of "COOLCOMFIT" is located in Windham, Maine and Rockland, Massachusetts USA. CCT manufactures performance fabrics with cooling benefits for the world performance apparel market such as; Athletics, uniform services (i.e., Military, Police, Construction, etc.) medical applications, etc.

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