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For Immediate Release

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**COOL OFF™ TEAMS UP WITH NASCAR TRUCK RACER
TORY CHRISTOPHER**
Towelettes helps 2009 “Rookie of the Year” stay cool on the race track

SAN ANTONIO – One of the hottest race car drivers in Texas just got a little cooler.

COOL OFF™ pre-moistened cooling towelettes is sponsoring Tory Christopher. Christopher competes in the NASCAR 360 Truck Division, the Texas Pro Sedans Touring Series and the Texas Pro Truck Series.

He was named the 2009 Rookie of the Year in the Texas Pro Sedans touring series, with a 4th place overall finish for the season. He was also named “Rookie of the Year” in the mini-stock division at the Toyota Speedway in Irwindale in 2008, with an eighth place overall finish.

“Tory Christopher knows it’s important to keep cool when things heat up on the race track. If COOL OFF™ can help keep Tory cool while he’s racing, it’s definitely going to keep fans cool,” says Deb Bolner Prost, CEO of COOL OFF™ parent company It’s 2 Cool, Ltd.

This is Christopher’s first year in the NASCAR 360 Trucks Division, which is part of the NASCAR Whelen All-American series. He’ll compete in his custom Chevy Silverado twice each month through October at Houston Motorsports Park.

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He'll also compete at Thunderhill Raceway in Kyle, racing in the Texas Pro Truck Series on Apr. 24, May 22, July 17, Aug. 14, Sept. 11 and Sept. 24-25; and in the Texas Pro Sedans race series there on Apr. 24, June 19, July 31 and Sept. 24-25. In addition, he will race in the Texas Pro Sedans series at Corpus Christi Speedway on May 15, July 10 and Aug. 7.

Christopher is a Texas-based commercial actor and writer. Formerly a successful Hollywood talent agent representing actors in national television shows and commercials, Christopher has been writing and directing independent film projects and industrial films since 2005. Also at that time, Christopher returned to his boyhood love of short track stock car racing and started competing in the NASCAR Mini-Stock division in Southern California.

From high-intensity activities such as driving race cars to cheering on racers from the stands, new COOL OFF™ towelettes provide a quick, convenient way to relieve heat symptoms in any setting.

For more information on COOL OFF™ visit www.TheQuickChill.com.

About It's 2 Cool, Ltd:

It's 2 Cool, Ltd is a Women's Business Enterprise that manufactures and markets COOL OFF™, an innovative, convenient and disposable moist cooling towelette. COOL OFF™ was developed by a group of San Antonio based business executives, all with active lifestyles, who were all looking for ways to beat the heat whether it was weather related, from exercise, travel or those wicked hot flashes.

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