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COOL OFF™ PARTNERS WITH H-E-B
Retailer to carry new herbal-infused cooling towelettes

SAN ANTONIO (April 5, 2010) – Shoppers at H-E-B now have a brand new way to keep cool, just in time for a long, hot summer. COOL OFF™, the new pre-moistened towelette that provides immediate and lasting relief from heat symptoms, will be available at H-E-B beginning this week.

COOL OFF™ is an individually-wrapped towelette infused with natural ingredients including cooling herbs, botanicals and essential oils. The product soothes and moisturizes skin as it provides instant and long-lasting relief from the heat.

“H-E-B is an ideal distribution channel for COOL OFF™. We expect this to be a very successful and mutually beneficial relationship,” said Deb Bolner Prost, CEO of It’s 2 Cool, the makers of COOL OFF™.

The product offers many benefits to retailers, said Bolner Prost. In addition to being very well received by consumers in national studies, sales of COOL OFF™ are completely incremental, as there is nothing else like it on the market.

In initial research, 77 percent of consumers reported that they would use COOL OFF™ between two to four times per week; 40 percent reported that they would use the product one or more times per day.

COOL OFF™ has great potential among many user groups, because the towelettes provide a quick, convenient way to relieve heat symptoms in virtually any setting: while exercising; working outdoors; watching or participating in sports; while traveling or just getting

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into a hot car; during visits to theme parks; during hectic workdays at the office; and when dealing with hot flashes.

Using COOL OFF™ is easy. Users simply press a COOL OFF™ towelette on the back of the neck, inner arms, or back of the knees for several seconds to allow the herbal infusion to fully penetrate and build the chill. The towelette can then be used to blot the forehead and other desired areas.

Consumers report that the COOL OFF™ chill lasts approximately 20 minutes, with some reporting effects lasting up to an hour and a half. Plus, users can reactivate the towelette's cooling properties by splashing water on the skin where COOL OFF™ was applied, renewing the refreshing sensation.

The ultra-soft towelettes come in convenient single-use packets, making it easy to keep them in purses, gym bags, backpacks, cars, golf bags, desk drawers, even pockets. Each cooling towelette is individually wrapped in a packet measuring 2.5 inches by 3.5 inches, and unfolds to 6 inches by 6 inches. COOL OFF™ is sold in a variety of quantities.

When purchasing COOL OFF™, consumers are most likely to look in the home health sections of retail stores, near the first aid or sports products, or in health and beauty aid sections near skin and sun care products.

The product was created by a group of executives, including a business professional who is a soccer mom; sales, advertising and marketing professionals who are avid travelers and outdoors enthusiasts and an engineer who runs marathons. All were seeking natural ways to cope with uncomfortable heat, whether from long, hot summers or hot flashes. The idea for a convenient, portable cooling towelette was born. A patent is pending.

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

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