

2006-01-06 17:05:49

Coolsystems raises \$8.6 million with round of funding

Funding was provided by MedVenture Associates as a co-leader

BERKELEY, California.—CoolSystems Inc., makers of Game Ready? and Game Ready Equine, recently closed their latest funding round, bringing the company's total raised funds for 2005 to \$8.6 million. Funding was provided by MedVenture Associates as a co-leader along with key current investors: The Roda Group, a Berkeley-based venture development company, and the Maxwell Trust, a private trust established by the founders of PowerBar. MedVenture Associates, founded in 1986, is a Venture Capital firm focused on seed and early stage investments in the field of medical technology, including medical devices, instrumentation and medical diagnostic technology.

"We believe that the Game Ready system provides a unique combination of cooling and compression to deliver a truly therapeutic system with potential applications in several distinct markets across the field of medicine," said Chris Kaster, a partner of MedVenture Associates. "CoolSystems is at a very exciting stage in their evolution and we are delighted to support the Company's highly experienced management team in their efforts to establish Game Ready as first-line therapy for accelerated recovery."

"We've basically doubled our distribution base in the past couple years and currently supply over 1000 physical therapy clinics with Game Ready systems. This latest round of funding will be used to build upon our distribution by increasing staffing and expanding our post operative business – with the goal of allowing more and more people to have access to Game Ready following orthopedic surgery," said Tom Oliver, CEO of CoolSystems.

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In addition to the current 1,000 physical therapists, more than 80 professional sports teams, 462 professional athletes and 148 universities nationwide are currently using Game Ready systems including star athletes from the NFL, NBA, Major League Baseball and Olympians at the 2004 Summer Games in Athens.

Within the last year, CoolSystems launched two additions to their line-up of Game Ready cold therapy and intermittent compression products – the Hip/Groin Wrap and their new Dual Connector Hose attachment. For the Game Ready Equine product line, they have also recently launched the new Hock Wrap.

The new Hip/Groin Wrap delivers circumferential cold and intermittent compression therapy to a part of the body that has traditionally been difficult to treat. This revolutionary wrap is specifically designed for treating a variety of hip and groin injuries and recovery from hip surgery. From the adductor muscles and the hip joint to the gluteals and the hamstrings – Game Ready's Hip/Groin Wrap effectively combines cold therapy to minimize pain and swelling with intermittent compression to promote swelling reduction and fluid movement.

Game Ready has made their system even better by creating the new Dual Connector Hose, which allows an individual, athletic trainer or physical therapist to administer two compression and cold treatments simultaneously with one Game Ready control unit.

How Game Ready Works

The company's current products, Game Ready and Game Ready Equine, consist of flexible wraps and a microprocessor-regulated control unit approximately the same size and weight as a home stereo component. The control unit has a reservoir, which is filled with ice and water. The appropriate wrap is secured firmly around the injured area. Next, treatment is customized by selecting one of four compression levels, a temperature range, and setting the internal timer.

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The form-fitting wrap provides deep-tissue cold therapy to rapidly remove heat from the injury site, alleviate pain, diminish inflammation and prevent further swelling. Simultaneously, Game Ready's intermittent compression applies pressure for two minutes and then releases for one minute. This intermittent compression aids lymphatic drainage by facilitating the evacuation of excess fluid from the injured area. Game Ready Equine delivers compression and cold therapy for horses via three different wrap options and a barn-ready unit.

About Game Ready

Based in Berkeley, California, CoolSystems, makers of Game Ready and Game Ready Equine, is a medical device manufacturer registered with the Food and Drug Administration. Game Ready was founded by a NASA collaborator who conducted pioneering research on controlling temperature and pressure in space suits. Working with athletes and doctors, Game Ready combined scientific research with sports medicine to create products that help athletes and active people recover faster from injury and perform at their best. Game Ready, the company's core line, uses patented ergonomic wraps and an adjustable control unit to simultaneously provide cold therapy and intermittent compression.

More information:

<http://www.gameready.com>

<http://www.gamereadyequine.com>