



FROM: ThermaCELL
CONTACT: Pauline O'Keeffe
pauline@thermacell.net
781-541-6900

FOR IMMEDIATE RELEASE

THERMACELL OFFERS 98% EFFECTIVE MOSQUITO PROTECTION TO TROOPS AS HOLIDAY GIFT

With purchase, ThermaCELL will provide free units and refills

Bedford, MA (October 2010) -- To support American troops overseas where biting insects are a health risk, ThermaCELL will donate Appliances and Refill Value Packs for products sold between Veteran's Day and Christmas Day 2010 and will include a personal note from the gift-giver (note is optional). ThermaCELL is the most effective area repellent available for protection against biting insects and is taking action to protect the health of those who protect the freedom of U.S. citizens.

For every two valid donation submissions received (see program specifics below), ThermaCELL will provide a free gift pack (including an Appliance and a Refill Value Pack providing 60 hours of protection) to troops for Christmas 2010 or to troops being deployed during spring 2011 to places where biting insects are a problem, such as Afghanistan. ThermaCELL is the most effective area repellent on the market. Through rigorous testing by the U.S. Army and additional agencies, ThermaCELL has been proven to be up to 98% effective against mosquitoes and sand flies, the insects bothering U.S. forces in Afghanistan.

According to **U.S. Army 1st Lt. Emily K. Baker in a recently published army document** *, U.S. Troops are facing a major mosquito and fly problem in the Middle East, especially in Afghanistan. "We have tons of flies and mosquitoes ... and mosquitoes are so much worse because it's harder to see them." "Mosquitoes and sand flies present a particular challenge because they can be carriers of vector-borne diseases such as malaria. There were 29 cases of malaria reported in 2009..."*

Program specifics:

- Purchase certain qualifying ThermaCELL Appliances and Lanterns between Veteran's Day (11/11/2010) and Christmas (12/25/2010). (See official Terms & Conditions for list of valid products.)
- Mail in valid donation submission by 1/10/2011. A valid donation submission must include a Donation Card, Note to a Soldier (optional) and Proof of purchase (Original UPC and copy of receipt **OR** Original receipt).
- ThermaCELL will donate an Appliance and Refill Value Pack for every two valid donation submissions received. Notes from consumers will be attached to gift packs and shipped to the military for distribution. Consumers will not be able to designate gift packs for a specific member of the military.
- Consumer may get additional information and can download submission materials at www.thermacell.com/SupportOurTroops

According to Vice President of Marketing Allegra Lowitt, "Once we learned U.S. Troops were suffering from mosquito borne illnesses such as malaria, we created a program to provide troops with protection from infected insects. Our troops have given us so much; we would like to do something to make their deployment safer and more comfortable."

ThermaCELL, a division of The Schawbel Corporation of Bedford, Massachusetts, utilizes patented technology to create cordless, portable appliances powered by replaceable butane cartridges. ThermaCELL Mosquito Repellent, the award-winning area repellent for outdoor enthusiasts is up to 98% effective at repelling mosquitoes, black flies and no-see-ums. For more information on ThermaCELL's complete line of products, testimonials, or store locations visit www.thermacell.com or call 1-8-NO-SKEETERS (866-753-3837). For more information about this program, visit www.thermacell.com/SupportOurTroops

* Published on September 9, 2010, by U.S. Army 1st Lt. Emily K. Baker, Task Force Taskmaster executive officer; Official Website of the US Army (www.army.mil/-news/2010/09/09/44889-preventive-medicine-keeps-soldiers-in-the-fight/)