

## **FOR IMMEDIATE RELEASE**

### **LIQUICELL TECHNOLOGIES HIRES AUTO INDUSTRY VETERAN**

***--Original equipment manufacturer focuses sales efforts on automotive industry --***

**MINNEAPOLIS – August 22, 2003** – LiquiCell Technologies, Inc., a Minneapolis-based original equipment manufacturer, today announced that Stan West has been chosen to represent LiquiCell in the North American automotive industry. West is a 33-year veteran of the industry and most recently ran his own company representing interior trim suppliers.

“Stan brings to LiquiCell Technologies a tremendous amount of industry knowledge and skill at promoting new technologies,” said Mike Arbeiter, president and founder of LiquiCell Technologies, Inc. “We’re thrilled to have him on the team to help support our efforts in servicing the needs of the automotive interior market and leverage the buzz we’re receiving in the industry.”

Headquartered in Bloomfield Hills, Mich., Stan West is strategically located to support the key OEM, tier 1 and tier 2 supply chain. Prior to starting his own company, Interior Trim Solutions, West worked for 32 years representing other textile and interior trim suppliers to the seating, door and headliner customers.

West will now be representing LiquiCell, an advanced, patented technology used in automotive seating that is specifically designed to relieve the discomfort drivers and passengers experience over time while sitting. Using an innovative combination of a low viscosity fluid and strategically placed seal points that control the flow of liquid in a thin pad, LiquiCell becomes the necessary interface between the body and object. Thus, while seating is a natural application for LiquiCell, development has begun on arm rest and steering wheel products as well.

LiquiCell dramatically reduces pain by cushioning parts of the human body. By equalizing vertical pressure at the point of contact (thus reducing pressure), soft tissue compression is greatly reduced thereby significantly reducing skin friction and soft tissue shear stress, which can cause pain and irreparable damage to the body’s soft tissue.

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LiquiCell's benefits greatly surpass those offered by foam or gel padding, which break down over time. More importantly, medical and scientific evidence proves that while gels, foams and air do provide some relief of discomfort through vertical pressure reduction, they do not protect against the harmful effects of friction and shear stress.

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LiquiCell, an advanced comfort technology, is owned, manufactured and marketed by LiquiCell Technologies, Inc., a Minneapolis-based original equipment manufacturer.

LiquiCell is a registered trademark of LiquiCell Technologies, Inc.