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**OxySure Beacon of Safety Awards – A New Way to Show You Care**

**Frisco, Texas, July 24, 2012** – OxySure® Systems, Inc. (OTCBB:OXYS) (“OxySure”), the pioneering manufacturer of life-saving easy-to-use emergency oxygen solutions with its “oxygen from powder” technology today announced a new initiative called the “OxySure Beacon of Safety<sup>SM</sup> Award.”



“The OxySure Beacon of Safety<sup>SM</sup> Award will be issued by OxySure to our institutional customers who implement OxySure as part of their safety protocols and framework in the organization,” said Julian Ross, CEO of OxySure. “The goal is to recognize an organization for demonstrating a visionary commitment to community safety by implementing safe, non-compressed emergency oxygen systems in its facilities,” he added.

The OxySure Beacon of Safety<sup>SM</sup> Award will have three levels of recognition: Silver, Gold, and Platinum and certificates evidencing the grant of each award will be issued to those organizations who agree to participate in the initiative.

OxySure’s award-winning products are being used in a fast growing number of schools, businesses, churches, manufacturing facilities and corporate buildings across the United States and abroad. OxySure recently won the Lone Star Award for Innovation in Respiratory Technology for its unique portable emergency oxygen delivery device, the OxySure Model 615 which is FDA-cleared for over-the-counter (OTC) sale and therefore does not require a prescription. Model 615 is safe and easy to operate. It is specifically designed for use by any layperson or bystander in medical emergencies during those first, critical minutes while waiting for professional medical assistance. It requires no battery or power source. Instead, it uses two dry, inert powders to create emergency medical oxygen quickly and reliably.

**About OxySure Systems, Inc.**

OxySure Systems, Inc. is a Frisco, Texas-based medical technology company that focuses on the design, manufacture and distribution of specialty respiratory and medical solutions. The company pioneered a safe and easy to use solution to produce medically pure (USP) oxygen from inert powders. The company owns numerous issued patents and patents pending on this technology which makes the provision of emergency oxygen safer, more accessible and easier to use than traditional oxygen provision systems. OxySure’s products improve access to emergency oxygen that affects the survival, recovery and safety of individuals in several areas of need: (1) Public and private places and settings where medical emergencies can occur; (2) Individuals at risk for cardiac, respiratory or general medical distress needing immediate help prior to emergency medical care arrival; and (3) Those requiring immediate protection and escape from exposure situations or oxygen-deficient situations in industrial, mining, military, or other “Immediately Dangerous to Life or Health” (IDLH) environments. [www.OxySure.com](http://www.OxySure.com)

**Forward-Looking Statements**

This release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Statements contained in this release that are not historical facts, including, without limitation, statements that relate to the Company's expectations with regard to the future impact on the Company's results from new products in development, may be deemed to be forward-looking statements. Words such as "expects", "intends", "plans", "may", "could", "should", "anticipates", "likely", "believes," “goal” and words of similar import also identify forward-looking statements. These statements are subject to risks and uncertainties. Forward-looking statements are based on current facts and analyses and other information that are based on forecasts of future results, estimates of amounts not yet determined and

assumptions of management. Readers are urged not to place undue reliance on the forward-looking statements, which speak only as of the date of this release. Except as may be required under applicable law, we assume no obligation to update any forward-looking statements in order to reflect any event or circumstance that may arise after the date of this release. Additional information on risks and other factors that may affect the business and financial results of OxySure Systems, Inc. can be found in the filings of OxySure Systems, Inc. with the U.S. Securities and Exchange Commission.