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OxySure Engages C.K. Cooper & Company, Inc. as Financial Advisor

Frisco, Texas, October 10, 2012 – OxySure Systems, Inc. (OTCBB:OXYS) (“OxySure” or the “Company”), the pioneering manufacturer of life-saving easy-to-use emergency oxygen solutions with its “oxygen from powder” technology today announced that the Company has engaged C.K. Cooper & Company, Inc. (“CKCC”) as its financial advisor.

CKCC will assist OxySure in its growth strategy as OxySure pursues the expansion of its sales and distribution capability and its product offerings. CKCC is a full service investment bank engaged in a broad range of securities activities and financial services, including investment banking, equity research, private wealth management, institutional sales, trading and market making.

“OxySure is pleased to be working with the professionals at C.K. Cooper & Company as they assist us in our corporate development as well as introducing our company to prospective institutional partners and shareholders,” stated Julian Ross, CEO of OxySure Systems, Inc.

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

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", "pursues", "likely", "believes" 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.