



OxySure (OXYS) Spokesman Cliff Meidl to Participate in 2015 Rose Parade

Meidl's Friend and Mentor Louis Zamperini to be Grand Marshal

FRISCO, Texas -- (Marketwired – December 23, 2014) - OxySure Systems, Inc. (OTCQB: OXYS) (“OxySure,” or the “Company”), a medical device innovator of life-saving, easy-to-use emergency oxygen solutions with its “oxygen from powder” technology today announced that the Company’s Spokesman Cliff Meidl will participate in 2015 Rose Bowl Parade to be held on January 1, 2015.

Viewed by an estimated 70 million viewers, each New Year's Day, the world focuses its attention on Pasadena, California, USA, home of the Rose Parade and Rose Bowl Game. It's a celebration more than a century old – a festival of flowers, music and sports unequaled anywhere else in the world. The theme of this upcoming 126th Rose Parade is "Inspiring Stories," intended to reflect on and appreciate people around us who elevate the human spirit by who they are, what they have done, and what they continue to do.



Cliff Meidl is one of those selected for his inspiring story of courage, perseverance and determination. As a cardiac arrest survivor who went on to become a two-time Olympian and Flag Bearer, Meidl is also dedicated to safety, CPR, emergency preparedness. It is this passion for saving lives and paying it forward that drives Meidl’s vision to raise awareness about OxySure’s lifesaving technology and products on a global basis.



Meidl’s friend and mentor, Louis Zamperini is the Grand Marshal for the 2015 Rose Parade in memoriam. Like Meidl, Louis Zamperini was an Olympian and a true American hero who survived excessive hardships. Born in 1917 to Italian immigrants, Zamperini moved to Torrance, California in 1919 and became a world-class runner by the end of high school. Qualifying to run in the 1936 Olympics in Berlin, he was America’s top finisher in the 5000 meter run, finishing the final lap in 56 seconds. During World War II, Zamperini retired from running and joined the U.S. Armed Forces as a bombardier in the South Pacific. While on a reconnaissance mission, Zamperini’s aircraft crashed into the Pacific Ocean. He and a crewmate survived for 47 days in shark-infested waters eventually drifting into a Japanese-controlled region where he was held and tortured for another two years. He survived the brutality of the war and came back to Southern California where he lectured around the world on how to deal with stress, the meaning of Olympic spirit and the freedom he found through a personal relationship with God.



Zamperini’s life story was documented in the New York Times best-selling book, "Unbroken," written by Pulitzer Prize winning author, Laura Hillenbrand. On Christmas Day this year, Universal Pictures will release the movie, "Unbroken," a feature adaptation of the book directed by Angelina Jolie.

About OxySure Systems, Inc. (OXYS)

OxySure Systems, Inc. (OXYS) is a 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

About Cliff Meidl

Cliff Meidl is a CPR recipient who survived an electrocution in November 1986. Meidl made two USA Olympic Teams in the sport of kayaking and was selected by his teammates to carry the American flag at the Opening Ceremonies of the Sydney Olympic Games. Upon his selection, global media featured his courageous comeback story and he was later honored by a number of groups and organizations with courage awards including the 2000 "Arete Award for Courage." Meidl is a current national safety spokesperson for the One Calls of America, Inc. whose state call center members promote "Call Before You Dig" Call 811 safety. He has also served as a national media spokesperson for construction safety and electrical safety. Meidl is also a speaker who has delivered scores of keynote presentations for leading global companies, energy groups, health & safety organizations and damage prevention and safety summits across the U.S. Meidl will represent DigAlert, Southern California's Call 811 authority in the parade. www.cliffmeidl.com

Forward-Looking Statements

Statements in this release that are not historical facts are considered to be forward-looking statements. Such statements include, but are not limited to, statements regarding management beliefs and expectations, based upon information available at the time the statements are made, regarding future plans, objectives and performance. All forward-looking statements are subject to risks and uncertainties, many of which are beyond management's control and actual results and performance may differ significantly from those contained in forward-looking statements. OxySure Systems, Inc. intends any forward-looking statement to be covered by the Litigation Reform Act of 1995 and is including this statement for purposes of said safe harbor provisions. Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date of this news release. OxySure Systems, Inc. undertakes no obligation to update any forward-looking statements to reflect events or circumstances that occur after the date as of which such statements are made. A discussion of certain risks and uncertainties that could cause actual results to differ materially from those contained in forward-looking statements is included in OxySure Systems, Inc.'s Annual Report on Form 10-K for the year ended December 31, 2013.

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