



News Release

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OxySure™ announces launch of its Model 615 Portable Emergency Oxygen Generator, which generates medical oxygen from powders

FRISCO, Texas – 7.7.07 --- Today OxySure™ Systems, Inc. announced the launch of its Model 615 Portable Emergency Oxygen Generator. The OxySure™ Model 615 will be initially available in the United States only, primarily through authorized distributors of the company. The OxySure™ Model 615 Portable Emergency Oxygen Generator represents a new category for the availability and accessibility of medical oxygen in occupational, industrial, civil and medical emergencies. The OxySure™ Model 615 is a safe, easy-to-use thermoplastic device that provides medically pure (USP) oxygen from inert powders, eliminating the need for compressed tanks. The oxygen is produced instantly with the simple turn of a knob, and there are no regulators required. For the first time in history, a bystander or loved one can now safely administer medical oxygen in an emergency prior to the first responders arriving on the scene. The OxySure™ Model 615 is not a replacement for first aid or other medical procedures, but it bridges the gap between the onset of the emergency and the time that the first responders arrive on the scene. This gap can be anywhere between 6 minutes and 15 minutes, depending on traffic conditions or whether a rural or urban situation is involved. If the emergency is of a cardiovascular nature, this gap can be critical, since irreparable damage to brain tissue, for example, can occur anytime starting at about the third minute of oxygen deprivation. The OxySure™ Model 615 was cleared by the Food & Drug Administration in December 2005 for over-the-counter sale, without the need for a prescription.



Per FDA requirements, the OxySure™ Model 615 delivers a minimum 6 liters per minute for 15 minutes, providing in excess of 90 liters of medically pure (USP) oxygen. The system has a reusable housing and a disposable cartridge. If the user needs additional oxygen beyond the first 15 minutes, the cartridge is quickly replaced and the process repeated. The system is shipped complete with housing, cartridge, mask and user instructions.

Julian Ross, Chairman & CEO of OxySure™ Systems, Inc. stated: "The OxySure™ Model 615 and its underlying technology represents a total of 6 years of committed research, development and dedication, and we are thrilled to be in a position to offer the product to our customers. By pre-positioning the OxySure™ Model 615 correctly in public access, commercial and industrial settings as well as in the home, we believe a much needed safety net is provided that will improve outcomes in emergencies and may ultimately save lives."

OXYSURE SYSTEMS, INC.

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About OxySure™

OxySure™ Systems, Inc. is a Frisco, Texas-based medical technology company focused on the design, manufacture and distribution of specialty medical and respiratory products. The company has developed a third generation catalytic process and methodology to generate medically pure (USP) oxygen from proprietary inert powders. The company owns numerous patents pending on this technology which makes the provision of medical oxygen safer, lighter and less expensive than traditional oxygen provision systems. OxySure's easy to use products improve access to emergency oxygen that affects the survival, recovery and safety of individuals in several multi-billion dollar markets involving both established and expansion customer markets: (1) Individuals at risk for cardiac, respiratory or general medical distress needing immediate help prior to emergency medical care arrival; and (2) those requiring immediate protection and escape from exposure situations or oxygen-deficient situations in industrial, mining, military, or other public settings.

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