



## **Sterling Investments Initiates Coverage on OxySure (OXYS) with a BUY Recommendation**

**Frisco, Texas**, December 12, 2012 – OxySure<sup>®</sup> Systems, Inc. (OTCBB:OXYS) (“OxySure,” or the “Company”), the medical device innovator of life-saving, easy-to-use emergency oxygen solutions with its “oxygen from powder” technology today announced that Sterling Investment Services, Inc. has initiated coverage of OXYS with a BUY recommendation.

A copy of the Sterling research report can be found here: <http://www.sterlinginvestments.com/research/oxys/>

### **About Sterling Investment Services, Inc.**

Sterling Investment Services is an independent “buy side” research firm. The primary focus of Sterling Investment Services is on “technical analysis” of the U.S. stock market and individual stocks. Sterling Investment Services publishes a daily Market Commentary Blog which focuses on “technical analysis” of the major market indices, the various sector indices we track, as well as any other item that catches our interest. Sterling Investment Services also publishes the Sterling Weekly, a free weekly newsletter that comments on issues facing the market and the economy. The Sterling Weekly also includes a calendar of the week’s upcoming economic releases and corporate earnings announcements. Sterling Investments also publishes news on a variety of financial and market topics on our website. Topics covered include bonds, gold and precious metals, hedge funds, Initial Public Offerings (IPO), Master Limited Partnerships, OTC Markets, Private Equity, Private Placements, SEC News, and Venture Capital. Sterling Investment Services occasionally publishes research on Small Cap stocks. Our small cap research is primarily based upon fundamental research on the companies covered in our reports and Small Cap Review.

### **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" 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.*

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