



### **OxySure (OXYS) Expands Medical Emergency Offerings with Six AED Brands** *New Products Unveiled on Redesigned Website with Enhanced Sales Tools and Information*

**Frisco, Texas**, February 12, 2013 – OxySure® Systems, Inc. (OTCBB: OXYS) (“OxySure,” or the “Company”), a medical device innovator of life-saving, easy-to-use emergency oxygen solutions with its “oxygen from powder” technology is pleased to announce that the Company has expanded its product offerings to include six brands of Automated External Defibrillators (AEDs), as well as all related AED accessories. The Company has long maintained that its flagship product, the OxySure Model 615 is an excellent companion product for AEDs to allow pre-responders to administer oxygen, post-resuscitation in a cardiac arrest event in public access venues as well as in private settings.

The addition of AEDs and AED accessories from major manufacturers Cardiac Science, Philips, Zoll, Physio Control (formerly Medtronic (NYSE: MDT)), Defibtech and Heartsine allows OxySure to offer its customers and distribution partners a complete solution as it relates to their cardiac arrest emergency preparedness needs. The Company offers most AEDs by these manufacturers, as well as related accessories such as batteries, pads, wall boxes, signage, software, program management, compliance and training. In addition, OxySure provides competitively priced, bundled solutions or “combo packs” comprising both OxySure products and AED products, an option well received by customers.

There is significant clinical support for the critical need for early oxygen administration during cardiovascular emergencies, which include cardiac arrests. During a cardiovascular emergency, the availability of oxygen to the heart, brain, other vital organs or injured area is either stopped or impaired. In less than three minutes without oxygen, brain cells can begin to die. In less than eight minutes, the heart muscle cells can begin to die. Both of these conditions typically lead to permanent disability, since neither brain cells nor the heart tissue is considered regenerative. In less than ten minutes the ability to sustain life can be at risk. Even if a victim survives, their future quality of life can be directly related to the number of minutes that they were deprived of oxygen. Given that the response times of first responders can be between six and 15 minutes (in the United States) from the time 911 is called, the clinical significance and appeal of the AED/OxySure combination becomes apparent.

According to the Morbidity and Mortality Weekly Report, each year, over 1 million Americans suffer a potentially fatal cardiac emergency - that is one person every 34 seconds. About 460,000 of those cardiac emergencies are fatal, death occurring before the victim can get professional medical attention. Doctors estimate that the survival rate for people who suffer sudden cardiac arrest outside a hospital is between 3% and 5%. Immediate action is the single most important factor in determining the victim’s survival rate. One of OxySure’s key goals is to work towards educating the public and creating awareness regarding these issues and the need for informed, vision-forward emergency preparedness.

The Company unveiled its new AED products on its newly redesigned website, located at [www.oxysure.com](http://www.oxysure.com). The new website offers OxySure’s customers, distribution partners and stakeholders enhanced tools, information and transparency.

“We are excited to be able to include AEDs and AED accessories to our growing portfolio of products,” stated Julian Ross, CEO of OxySure. “Our OxySure Model 615 is considered a natural companion product to AEDs, and this move allows us to be a single source solution to our customers and partners. “We are equally excited to unveil our AED offerings on our newly redesigned website. Our goal is to be a good resource to our customers and partners about AEDs, OxySure and related products and their critical need.”

OxySure’s AED offerings and OxySure products can be located in the Product Catalog section of its new website located at <http://www.oxysure.com/aed/index.php/product-home>.

#### **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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