



News Release

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ShockWatch Awes Interphex Attendees with TempMark™ 8 Temperature Monitor Unveiling

First of its kind disposable temperature-monitoring device monitors and records multiple ascending and descending temperature thresholds

DALLAS (April 19, 2010) — ShockWatch (www.shockwatch.com), a global leader in developing and manufacturing damage prevention products, introduced the Interphex audience to its latest temperature monitoring innovation for the pharmaceutical industry. ShockWatch's TempMark 8 merges industry demands for ascending and descending temperature monitoring with up to eight temperature thresholds as well as incorporates industry-unique recorder functionalities to provide critical product data to manufacturers, handlers and receivers. By incorporating multiple pre-programmed alarm conditions both above and below the shipment's temperature limits and monitoring the shipment as it is transported, the TempMark 8 empowers its users with increased knowledge about the shipping conditions as well as safety of the shipped product, while maintaining a price point far below that of a traditional recorder.

With an accuracy of plus or minus .5C, the TempMark 8 is ideal for use in cold chain management shipping such as vaccines and pharmaceuticals, blood and plasma products and chemicals; however, it can also be used for non-pharmaceutical applications such as frozen, refrigerated and fresh food shipping, live plants and animal shipping or electronic components and products.

“Our research and development teams have really outdone themselves with TempMark 8. This is something brand new that the industry has never seen before and there isn't a better place to unveil it than at Interphex,” said Kerri Lusk-Barnes, vice president of marketing and international sales at ShockWatch.

“The TempMark 8 provides a unique opportunity for the pharmaceutical industry to reduce product damage and loss, alleviate safety concerns and ensure compliance with industry standards.”

ShockWatch's TempMark 8 utilizes a unique eight temperature threshold monitoring system to track and report the product's temperature conditions during shipping. TempMark 8 is able to monitor and record activity both above and below the determined temperature threshold for the product. An intuitive counter displayed in an LCD panel on the front of the device enables anyone who comes into contact with the monitor to quickly and easily assess what thresholds were exceeded during the shipping process as well as how many times it happened.

[ShockWatch Shipping and Handling Monitors](#) serve as the industry standard for shipment protection throughout the world. Thousands of shipments each year include ShockWatch shipping monitors, recorders and indicators to encourage proper handling and provide evidence of any mishandling. The TempMark 8 introduces a new degree of awareness and protection to ShockWatch's product line and ensures a proper chain of accountability in the storage and transportation of these products. For 90 days after activation, the TempMark 8 is capable of displaying the total number of excursions per threshold, maximum duration of each excursion and the cumulative duration of all excursions throughout the entire transport.

“At ShockWatch, we're committed to enabling our customers to make better transportation decisions based on better data. No other monitor in the industry is capable of providing this kind of insight into the shipping process at our price point,” said Angela Kerr, shipping and handling product manager at ShockWatch. “The pharmaceutical industry has demanded a more precise measurement tool to reduce product damage and loss as well as alleviate safety concerns and increase customer satisfaction and we couldn't be happier to be the ones providing it.”

Interphex attendees can see the TempMark 8 in action at ShockWatch's booth 2465 in the Manufacturing and Packaging zone or visit www.shockwatch.com to learn more.

About ShockWatch

ShockWatch has specialized in damage prevention since 1976, offering shipping and handling monitors and equipment monitors for use in thousands of applications in varied industries, including automotive, aerospace, defense, logistics, marine, utilities, medical and manufacturing. ShockWatch products are used to monitor the handling of goods throughout the production and delivery processes. They are used in cost reduction/damage prevention programs in operation, access and usage of equipment. With representatives and distributors worldwide, ShockWatch is a global industry leader with customers in 62 countries.

Media Recovery Inc. (MRI) is the parent company of ShockWatch, DPC and dataSpan. Based in Dallas, Texas, MRI has developed an international customer base that includes two-thirds of the Fortune 100 and more than half of the Fortune 1000 companies.

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