



News Release

Contact:

Kerri Lusk-Barnes
Vice President of Marketing
214 630-9625
info@shockwatch.com

ShockWatch Keeps Your Perishable Products from Being Afraid of the Warm and Dark.

Environmental recorders expose what happens when no one is looking.

Dallas, TX (Feb 13, 2009) -- When the doors of the transport vehicle close, your perishable products are alone ... all alone. Nothing is scarier to perishable products than being too warm. Worse is the idea that they got too warm and no one even knows. But, with the ShockWatch TrekView™ family of products, your products have nothing to fear. Whether the environment is too warm or too cold, receivers can obtain vital information regarding the environment that the product encountered during its journey.

“The TrekView recorders deliver a tool that will allow users to make informed decisions about the viability of their product as well as about their shipping environment,” sites Kerri Lusk-Barnes, VP of Marketing and Product Management. The global leader in creating and manufacturing damage prevention products offers new recorders that expose what has happened to your product while in transit...leaving you with nothing to fear! Offering world-class accuracy and intuitive software, TrekView recorders allow receivers to make quick go / no-go decisions and deliver key information that brings accountability to the distribution environment and confidence to you.

The ShockWatch TrekView product family is a key addition to the overall ShockWatch damage prevention portfolio. ShockWatch currently has a full line of environmental indicators. The TrekView recorders provide the next step in data collection, information analysis, accountability and, of course, confidence.

The TrekView product family consists of two recorders:

- TrekView-H – records temperature and humidity
- TrekView – records temperature only

The Windows® based TrekView software offers an intuitive graphical user interface that makes set up and analysis fast and easy.

“Organizations like the FDA and ISO require documentation of cold-chain environments as well as contingency plans if one method fails,” explains Lusk-Barnes. “ShockWatch delivers solutions that meet both primary monitoring and contingency requirements. These recorders are one more example of how ShockWatch allows you to take control of the shipping environment – even when you can’t be there”.

With the TrekView environmental recorders, your perishable products no longer have to be afraid of the dark.

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 a variety of 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 process. 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, DataSpan, and DPC. Based in Dallas, Texas, MRI has developed an international customer base that includes two-thirds of the Fortune 100 and over half of the Fortune 1000 companies.