

COOLWELL[®]



Scottsdale Company Launches Product at Troon Golf Properties

COOLWELL INTRODUCES CLIMATE-CONTROL SYSTEM TO
BEAT THE SUMMER HEAT ON GOLF COURSES

SCOTTSDALE, Ariz. – Coolwell LLC of Scottsdale, Ariz., has come up with a great way to keep players comfortable on the golf course when the temperatures outside are anything but comfortable. To combat extreme temperatures, Coolwell has created an ingenious climate-control system designed specifically for golf cars that can keep players cool in the hot summer months and warm during the chilly winter season.

Called the G2, Coolwell's system (which retails for US \$495) is the size of a small beverage cooler and can be mounted onto most golf cars in about 15 minutes. In its cooling mode, the G2 blows cool, dry air at approximately 65 to 70 degrees (depending upon ambient temperature) on the back of passengers' necks, keeping them comfortable and dry throughout their rounds.

Golf cars fitted with G2 systems will debut this May at Whirlwind Golf Club and Kierland Golf Club, two highly regarded Troon Golf properties in the greater Phoenix area. Whirlwind Golf Club is affiliated with the Sheraton Wild Horse Pass Resort & Spa on the Gila River Indian Community in the southeast Valley. Kierland Golf Club is part of The Westin Kierland Resort & Spa in Scottsdale. At both courses, the climate-control systems will be provided to players at no additional cost as part of the clubs' continued dedication to enhancing the overall quality and enjoyment of their golf experiences for guests.

"Our goal was to develop a way for golf courses to enhance the golf experience for their guests by overcoming the effects of extreme heat or extreme cold," said Ron Shostack, co-founder and CEO of Coolwell. "With the G2, golfers can now play comfortably in almost all weather conditions. We're very excited that our first large-scale installations are at Whirlwind and Kierland. Troon Golf has led the industry in terms of innovation and guest service for many years, and we are confident that our partnership will allow their summertime guests here in Arizona to enjoy their rounds all the more."

The G2 is not an evaporative cooler or misting system, but a true air-conditioner that draws moisture out of the air and blows cool, dry air. The G2's Body-Centric system strips heat and moisture from the air and directs cool, dry air to the back of the neck, while also reducing the humidity inside the cart.

A patented system forces air through a series of pathways cooled by conductivity with ice and water, cooling the air up to 50 degrees below ambient temperature on days when temperatures reach 115 degrees Fahrenheit.

The G2 only uses a fraction of the power that is available in the cart and will not impact the cart's operation. On days when the ambient temperature exceeds 100 degrees, the system will use approximately 13 pounds of ice for a typical 18-hole round.

Each G2 comes with a mold that can be filled up with water and frozen. The G2 works most efficiently and the cooling power lasts significantly longer with block ice. Also, reimbursement programs are available for orders of 40 units or more.

Not just a cooling system, in cold winter months, the G2 also provides heating. It is equipped with an energy-efficient heating cartridge that heats the air and is designed to blast concentrated heat to golfer's hands, ears and other extremities.

The G2 also includes a built-in beverage storage compartment, which uses the cooling power of the ice. The cooler compartment is separate from the ice, thereby avoiding ice and water contamination.

Another special function of the G2 is its aroma feature, which uses specially designed aroma cartridges that produce botanical scents in the golf cart, which can enhance relaxation, reduce stress and improve performance.

Coolwell LLC is based in Scottsdale, Ariz. To learn more about the G2 climate-control system, please visit www.coolwell.com, or call toll-free at (877) 998-2655.

COOLWELL G2 FACT SHEET

EXECUTIVES: Ron Shostack, Co-Founder and CEO
Tom Rosenbaum, Co-Founder and Director of Operations

CONTACT INFO: 7047 East Greenway Parkway, Suite 250
Scottsdale, AZ 85254
Phone: (877) 998-2655 (Toll Free)
Website: www.coolwell.com

DESCRIPTION:

The Coolwell G2 climate-control system is designed especially for golf cars to keep players cool in the summer and warm in the winter. The G2 is the size of a small beverage cooler and can be mounted onto most golf cars in about 15 minutes. It is an air-conditioner, a heater and a sanitary beverage cooler, all in one.

HOW IT WORKS:

A patented system forces air through a series of pathways cooled by conductivity with ice and water. The G2 only uses a fraction of the power that is available in the cart and will not impact the cart's operation. On days when the ambient temperature exceeds 100 degrees, the G2 will use approximately 13 pounds of ice for a typical 18-hole round.

COOLING SYSTEM:

In its cooling mode, it produces cool, dry air at approximately 40 - 50 degrees below ambient temperature. The cooled air blows on the back of the golfer's neck producing a "body centric" cooling effect, which lasts long after the golfer has left the cart. It is not an evaporative cooler or misting system, but a true air-conditioner that strips moisture from the air and blows cool, dry air. The unit remains on for as long as the golfer is seated and turns off automatically when the golfer is not in the cart.

HEATING SYSTEM:

The G2 comes equipped with an energy-efficient heating cartridge that heats the air and is designed to blast concentrated heat to golfer's hands, ears and other extremities.

BEVERAGE COOLER:

The G2 includes a built-in beverage storage compartment, which uses the cooling power of the ice. The cooler compartment is separate from the ice, thereby avoiding ice and water contamination.

AROMA FEATURE:

The G2 also has an aroma feature, which uses specially designed aroma cartridges that produce botanical scents in the golf car, which can help enhance relaxation, reduce stress and improve performance.

COST:

The Coolwell G2 climate-control system will retail for US \$495 per unit. Two year leasing arrangements can also be made for units of 40 or more for \$8.25 per unit per month (O.A.C.). Additionally, Coolwell offers a "pay for play" program on orders of 40 or more. Facilitated by our Smartkey program, this option allows golf courses to only pay for the hours the G2 is actually used.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE G2?

Designed to mount on a golf car, the G2 is a compact air cooler, a sanitary beverage cooler, and with a flick of a switch, a heater.

HOW EASY IS THE G2 TO OPERATE?

Very easy. The user simply adjusts the amount of airflow they want, and then an automatic sensor activates the unit when the customer sits down and deactivates the unit when they stand to leave the cart. There is also a “blast” button that works in both the cooling and heating modes to provide a quick, high-velocity stream of air when the user is outside the cart.

HOW MUCH OF THE GOLF CART'S POWER DOES IT USE?

Whether the G2 is in cooling or heating mode, the consumption of power is a fraction of the power available in the cart and will not impact the car's normal operation.

WHAT ABOUT INSTALLATION?

The G2 is pre-assembled and can be installed in approximately 15 minutes on most golf cars. And since it weighs only about 10 pounds, it is easily handled.

CAN THE UNIT BE EASILY STOLEN?

No, the G2 uses a bracket that can only be accessed by removing its basin. The basin can only be removed by a golf facility's employees using a proprietary key.

OVERALL, HOW DOES THE COOLWELL G2 HELP A GOLF FACILITY'S BOTTOM LINE?

The G2 extends the prime season of play by helping to overcome the effects of extreme heat or cold. Golfers can play better, more comfortably and faster, meaning more rounds for golf facilities. A slight increase of off-season rounds from the installation of the G2 will generate enough additional revenue to easily offset the minimal costs of the G2 program. Revenues can be supplemented even further with the sale of the aroma cartridges.

HOW DOES THE G2 KEEP PEOPLE COOL?

Mounted behind the seats in a golf car, the G2's Body-Centric system strips heat and moisture from the ambient air, directing cool, dry air to the back of the neck. The passenger feels comfortably cool while in the car, while the body remembers the cooling directed to the back of the neck, causing the cool feeling to last while outside the car as well.

IS THE G2 AN EVAPORATIVE COOLER OR MISTING SYSTEM?

Neither. The G2 is a true air-conditioner that draws moisture out of the air and as a result, blows cool, dry air. Unlike evaporative coolers or misting systems, the G2 actually reduces humidity.

HOW DOES THE G2 COOL THE AIR?

A patented system forces air through a series of pathways cooled by conductivity with ice and water. However, the air in the G2 never comes in contact with the ice or water.

HOW COLD DOES THE AIR GET?

Over 50 degrees below ambient temperature on days when the temperature is 115 degrees Fahrenheit. On 90-degree days, it can get down to 30 degrees below ambient temperature.

DOES IT STAY THAT COOL?

Yes – the G2 maintains airflow at approximately 40 degrees below ambient for as long as the unit has ice.

HOW MUCH ICE DOES THE G2 USE?

In severe heat of 110 degrees, the G2 will use approximately 13 pounds of ice for a typical 18-hole round. Each G2 comes with a mold that can be filled up with water and frozen. The G2 works most efficiently and the cooling power lasts significantly longer with block ice. Freezer reimbursement programs are available for orders of 40 units or more.

DOES THE G2 WORK IN HUMID CLIMATES?

The air exiting the unit is still cool and dry. With surrounding humidity, since the G2 strips moisture from the air, the golfer will enjoy the G2's cooling with a significant reduction in humidity. Overall, the G2 is particularly well suited for humid environments.

CAN THE G2 ALSO ACT AS A HEATER?

Yes, the G2 can be set in heat mode with the flick of a switch to provide hot air in winter months.

HOW DOES IT HEAT?

The G2 uses an energy-efficient heating cartridge to heat the air. It uses the golf car's low-voltage DC system, and its heating components are inaccessible by the user.

HOW DOES THE HEATER WARM THE GOLFER?

The heater is designed to blast concentrated heat to the hands, ears or other extremities. This is the most effective way to warm the user, since the other body parts are usually covered by clothing at this time of year.

DOES THE G2'S BEVERAGE COOLER REPLACE THE COOLER THAT IS CURRENTLY ON THE BACK OF GOLF CARS?

Yes, the G2 includes a built-in beverage storage compartment, which uses the cooling power of the ice. The cooler compartment is separate from the ice, thereby avoiding ice and water contamination.

DOES THE COOLER COMPLY WITH RECENTLY REVISED SAFETY REGULATIONS?

Yes, the G2 was designed for NSF approval. U.S. health departments use NSF standards for inspecting equipment designed to store food drinks consumed by the public.

WHY IS THE COOLWELL G2'S BEVERAGE COOLER MORE SANITARY THAN THE EXISTING COOLER?

The G2's beverage cooler uses a tray within the G2's basin compartment that does not come in contact with the ice and water that drive the G2's cooling power. Consequently, it avoids the opportunity for contamination of the ice and water that residually cool the beverages.

WHAT IS THE AROMA FEATURE?

Each G2 accommodates specially designed aroma cartridges allowing users to enjoy the science of Aromachology. This can help improve players' physical and mental state while playing, and further enrich the overall golf experience.

HOW DOES AROMACHOLOGY WORK?

Aromachology focuses on the effect of scent on mood and behavior. Basic botanical scents have been shown to enhance relaxation, reduce stress and improve performance.

HOW DOES THIS HELP GOLFERS?

The scents provided by Coolwell for the G2 are designed to help heighten awareness, relaxation and focus during play. All scents are hypoallergenic and provide a subtle aroma that is not overpowering, offensive or intrusive to non-users.

COMPANY HISTORY

Coolwell was founded by Ron Shostack and Tom Rosenbaum in 2003 to design and produce a portable air conditioner for outside use. The founders created a technology that produced a simple, easy to use, maintenance-free unit that delivers significant cooling and heating.

In cooling mode, Coolwell's air conditioner delivers cool, dry air - not the "wet" cooling of evaporative coolers or misting systems. In heating mode, Coolwell's air conditioner delivers clean heat at 110 degrees Fahrenheit over ambient temperature without the use of gas, oil or other flammable substances. Patents are pending throughout the world and the company has received notice of allowance of key patent claims from the U.S.P.T.O.

Coolwell is a privately held company based in Scottsdale, Ariz., with plans to market its units to golf facilities, resorts, stadiums, and truckers. The company provides energy-efficient, clean, quiet air conditioners (cooling and heating) for outdoor use at prices that yield a low break-even point for commercial customers. The company also intends to develop a consumer model following its implementation of models for its primary commercial markets.

COOLWELL'S GOLF COURSE UNIT

Coolwell developed its first model, designated the G2, for use in the golf course industry. The unit fits in the rear of a golf car and is compatible to the product lines of the cars used by 98% of the U.S. golf car market, including the Precedent from Club Car®, as well as cars used elsewhere in the world. The unit emits cool air directly to the body of the car's occupants eliminating the need to shroud the golf car so as not to restrict golf patrons from their enjoyment of the surrounding environment. The unit also includes an integrated beverage cooler and a heater that can be directed to player's extremities such as their hands and feet.

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RONALD N. SHOSTACK, CO-FOUNDER & CEO

Ron Shostack has 25 years of experience as an entrepreneur and executive, leading companies through concept and development stage, successful operations and multimillion-dollar sales. In 1982, Shostack started a personnel company with \$5,000 and grew it to over \$200 million revenue annually within 15 years. He designed and developed sophisticated software programs to provide personnel services to 800 clients employing 8,000 employees throughout the greater Phoenix metropolitan area.

Shostack is considered a pioneer of the employee leasing industry, a segment of the personnel industry that aggregates groups of small employers to provide their employees with elective insurance programs at rates comparable to those paid by larger companies. He also is a founder of the National Association of Professional Employer Organizations, which has 550 member firms today.

In 1997, he sold this business to a public company and purchased a small collections and healthcare business. Holding the position of chairman, Shostack and his key executives grew the company's revenues to \$14 million with 300 employees and operations in seven states within three years. He sold this company in 2000 and has since worked in land speculation and development as an investor.

Shostack has extensive experience in computer software programming and in the health and property insurance industry. He graduated from Arizona State University Cum Laude with a Bachelor of Science degree and practiced as a Certified Public Accountant until he began his personnel company.

THOMAS M. ROSENBAUM, CO-FOUNDER & DIRECTOR OF OPERATIONS

Tom Rosenbaum has extensive experience in creating, constructing, implementing and directing company operations. Over the last 15 years, Rosenbaum has served as director of operations for Teca Holdings, Bronco Restaurant Corporation and HBC Corporation.

Earlier in his career, Rosenbaum marketed and managed a large investment portfolio that participated in a wide variety of investment products at the investment-banking firm of Drexel Burnham Lambert in Scottsdale, Ariz. He was the youngest employee to achieve the status of First Vice President in the history of the firm and the first ever to achieve this level in the first year of employment. Rosenbaum has a strong background in engineering and chemistry and graduated from Arizona State University with a Bachelor of Science degree in business.

RICH CARTER, VICE PRESIDENT OF SALES

Rich Carter has more than 14 years of experience in the golf and hospitality industry, managing golf facilities in three different countries and five different states.

Prior to joining Coolwell, Carter spent three years as General Manager at Whirlwind Golf Club in Chandler, Ariz. During his tenure, Whirlwind added a second championship course, hosted three Nationwide Tour events, became an integral part of the Wild Horse Pass Resort and Spa, completed construction of a full clubhouse expansion, and received many national accolades, including Troon Golf's "Facility of the Year" in 2004.

In addition, during the three and a half years under Carter's guidance, Whirlwind improved its operating profit by more than \$2 million and was in the top three percent in the company's guest and associate satisfaction.

Before joining Whirlwind, Carter was the General Manager at the Westin Savannah Harbor Golf Resort and Spa from 1999-2002. Seeing the property through its course and clubhouse construction, Carter helped to create the finest resort golf experience in the region. He initiated and helped to secure a contract with the PGA TOUR to host the Liberty Mutual Legends of Golf and the property was awarded Troon Golf's "New Facility of the Year" award in 2000.

Carter graduated with honors with a Bachelor of Science degree in finance from Florida State University.

BRYAN FALK, DIRECTOR OF PRODUCT DEVELOPMENT

Bryan Falk has been designing consumer and industrial products for nearly a decade. Falk's unconventional design approach bridges the gap between Production Engineering and Conceptual Art, resulting in highly stylized consumer products getting to the market faster than traditional design methods do. His work has been showcased in many local and national design conferences, and was awarded first place in the National Healthcare Design Symposium of 1997.

During the winter of 2002, Falk became one of only four people in the state of Arizona to successfully pass the SolidWorks Certification Process. Since then, his works have been published in CAD community magazines and newsletters. Bryan utilizes many of today's advanced design and engineering tools to streamline the development process and resolve design problems long before the first production tool is fabricated.

Falk received a Bachelor of Science degree in Engineering while living in Illinois, and later earned a Bachelor of Science degree in Design from Arizona State University.

BRAD SEAMES, DIRECTOR OF PRODUCT ENGINEERING

Brad Seames joins the Coolwell staff as its new Director of Product Engineering.

Prior to joining Coolwell, Seames worked for a design and engineering consultancy firm in Phoenix, Ariz., where he managed, designed and engineered products from concept through production and focused on functionality, cost reduction and manufacturability. Through in-depth structural analysis and design for manufacturing, Seames was able to significantly increase efficiency of products ranging from small plastic consumer goods to 20,000-lb dual axis solar tracking mechanisms.

A 2001 graduate of Arizona State University, Seames earned a bachelor of science in Aerospace Engineering. While at ASU, Seames was the Structures Team Leader for the ASUSat Satellite Student Project, where he was the lead structural designer and manager for the Space Shuttle's University Nano-Satellite Program.











