

# Exergen Corporation's "Hot Head" Ad to Compete in WestwoodOne's Super Bowl Audio Contest



Exergen Corporation  
22 hours ago



WATERTOWN, Mass., Jan. 30, 2014 (GLOBE NEWSWIRE) -- Exergen Corporation has announced that its "Hot Head" radio advertisement, scheduled to air during Super Bowl XLVIII via WestwoodOne's broadcast, will compete for the distinction of being the most creative Super Bowl radio ad by WestwoodOne's Super Bowl Audio Index. The Exergen spot will be up against advertisements from such corporations as Sports Authority, Subway, and JBL, among others. The winner will be determined by both consumers online and an advisory council of leading advertising, media, and creative executives.

The ad describes a mother talking about her infant daughter's fever breaking, while her husband won't "cool down" over a bad call during The Big Game. The spot promotes Exergen's new Smart Glow TemporalScanner(TM) Thermometer, the latest version of the award winning thermometer which is used in thousands of healthcare facilities and millions of homes, and backed by more than 50 peer-reviewed published clinical studies.

"To have the chance to be recognized for having developed the most creative radio ad on the most popular advertising day of the year is remarkable," said Frank Pompei, CEO of Exergen Corporation. "We had a lot of fun creating the radio spot, which pokes fun at die-hard football fans while highlighting the many benefits of the Exergen Smart Glow TemporalScanner thermometer."

The Audio Index will be divided into two categories. The Listeners' Choice category will be decided by consumers, who can vote online through social media on Sunday, February 2. The Media Choice category will be decided by an expert panel of advertising, media, and creative executives who will vote on their favorite ads. Participating radio spots will air on more than 700 radio stations that are scheduled to carry WestwoodOne's exclusive play-by-play coverage of Super Bowl XLVIII.

## ABOUT EXERGEN CORPORATION

Exergen Corporation is recognized worldwide as an innovator and leading manufacturer of patented infrared thermometers, scanners, sensors and controls. Based in Watertown, Massachusetts, the company holds more than 60 U.S. patents for non-invasive temperature measurement devices. Its products are used in a wide variety of industrial and medical applications for both professionals and consumers. For additional information, visit [www.exergen.com](http://www.exergen.com).

## Contact:

Anthony Smith  
Rosica Public Relations  
P: 201.843.5600 F: 201.843.5680  
95 Route 17 South, Suite 202  
Paramus, New Jersey 07652  
[anthony@rosica.com](mailto:anthony@rosica.com)

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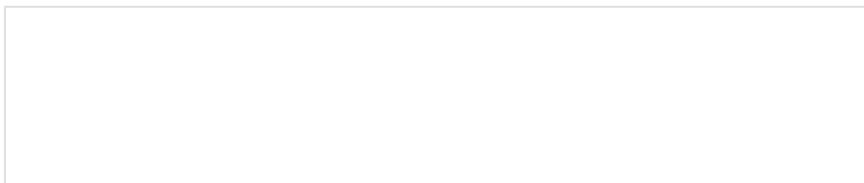
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