



VIDEO/AUDIO AVAILABLE: CoolIT Systems Inc. : Xbox 360 Gets Chilled In Vegas At CES Show Jan. 4 - 8, 2006

CoolIT Systems Inc. today announced that it is showcasing the world's first truly liquid-cooled Xbox 360 in Las Vegas at the Consumer Electronics Show from Jan. 4 - 8, 2006.

For Immediate Release

CALGARY, Alberta/EWORLDWIRE/Dec. 29, 2005 --- CoolIT Systems Inc. today announced that it is showcasing the world's first truly liquid-cooled Xbox 360 in Las Vegas at the Consumer Electronics Show from Jan. 4 - 8, 2006.

The retrofitted Xbox 360 will be on display at the CoolIT Systems booth 70556 in The Sands Expo Center throughout the duration of the CES Show. The display will feature a side-by-side comparison of the CoolIT MTEC liquid-chilled Xbox 360 to the standard Xbox 360 to demonstrate superiority for temperature, noise level and ultimate performance.

"Whether it's a PC or gaming console, the avid gamer is constantly raising the bar for performance," said Geoff Lyon, CEO of CoolIT. "It's now obvious that only the most technologically advanced cooling system will be capable of keeping up with the heat production of today's CPUs and GPUs. The exclusive MTEC technology allows us to provide enormous cooling power in a very compact form factor suitable for maintaining stable temperatures and ensuring optimum performance."

The Microsoft Xbox 360 has been the topic of much discussion since its release on Nov. 22, 2005. Aside from its limited supply through Christmas and fantastic gaming abilities, many headlines have been about problems related to the excessive thermal output of Microsoft's latest gaming console product.

To provide gaming consumers with a high performance option, CoolIT Systems has designed a retrofit product that will transform the stock forced air cooling system with a state-of-the-art liquid-chilled system that employs the exclusive MTEC technology pioneered by CoolIT Systems.

The CoolIT Booth will also showcase several newly- released retail products including the Freezezone CPU Cooler compatible with both AMD and Intel processors and the USB Beverage Chiller.

For more information, contact CoolIT Systems at 866-621-COOL (2665), by fax at 403-770-8306, by e-mail at pr@coolitsystems.com or visit www.coolitsystems.com.

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