



FOR IMMEDIATE RELEASE

Contact:

Alessandra Attias
Active Cool
+(972) 8 672 6123
alessandra@activecool.com

Debra Masters
Merritt Group, Inc.
+(1) 703 556 6827
masters@merrittgrp.com

ACTIVE COOL BRINGS CUSTOM COMPONENTS TO SMART THERMO-ELECTRIC COOLING SOLUTION

Marlow Industries and Melcor Corporation Signed as Exclusive Providers of Thermo-Electric Components for the AC4G Cooling System

ASHKELON, ISRAEL, February 4, 2003 – Active Cool, the pioneer in quiet thermo-electric cooling for PC processors, today announced that its flagship AC4G product will feature custom-built thermo-electric cooling (TEC) components from the two leading thermo-electric components manufacturers in the Western Hemisphere. Active Cool selected Marlow Industries and Melcor Corporation to be the exclusive providers of components for the world's first smart TEC system designed to cool Intel Pentium 4 and AMD Athlon XP processors.

"After rigorous test and evaluation of TEC components from manufacturers worldwide, we determined that the quality, performance, manufacturing repeatability and scalability that Marlow and Melcor's components possess are unmatched," said Ronen Meir, President and CEO of Active Cool. "The reliability of the newly integrated components are best-suited to AC4G's engineering and performance standards and will play a key role in alleviating the exacerbating heat and resulting computer noise that are generated in CPUs today."

Processor heat is a critical issue as processor speeds and chip density have increased sharply over the past few years, leading to excessive computer noise. Active Cool's patent-pending microprocessor-controlled thermo-electric system – AC4G – provides both powerful cooling while enabling a dramatic reduction in computer fan noise.

"Marlow Industries believes that Active Cool's technology is an exciting development that brings together thermo-electrics and a dynamic software-driven temperature control system," said Tim Jackson, Managing Director of Marlow Industries. "We believe the design and implementation is extremely innovative and takes CPU cooling to a new level of sophistication."

Marlow and Melcor are the two largest providers of quality thermo-electric cooling technologies in the Western Hemisphere. Their combined market share for the thermo-electric components industry exceeds 90 percent.

"Melcor Corporation is extremely excited to be working with Active Cool to address the emerging application of thermo-electric cooling to CPU chips," said Sal Giordano III, CEO of Melcor Corporation.

AC4G will be available for commercial sale in late February 2003. Active Cool will feature a live demonstration of the AC4G product at the CEBIT 2003 trade show in Hannover, Germany, March 12–17, 2003.

#

About Active Cool

Founded in January 2000 and headquartered in Ashkelon, Israel, Active Cool is focused on addressing the industry's growing CPU heat crisis and noise concerns. Active Cool's flagship product, the AC4G, is the world's first high-powered thermo-electric CPU cooling system. The AC4G product, designed for global PC OEM and white box manufacturers, has the power to cool the most advanced Intel Pentium 4 processors and the new AMD K8 processors. For more information, please visit <http://www.activecool.com>.

About Marlow Industries

Incorporated in 1973 by Raymond Marlow, Marlow Industries, Inc. is the global leader in thermo-electric solutions. Marlow is a full-service, quality-based company that provides its worldwide customers with the most innovative and highest value thermal solutions. The company provides custom solutions designed to the customer's unique requirements so that performance and value are maximized.

About Melcor Corporation

Melcor is a world leading manufacturer of thermo-electric cooling products and subsidiary of NYSE listed Fedders Corporation.