

PRESS RELEASE

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FOR IMMEDIATE RELEASE

**C.E. THERMAL SYSTEMS INTRODUCES THE ENERGY-EFFICIENT HEAT BY DESIGN
PICTURE HEATER PRODUCT LINE**

Harwood Heights, IL, July 16, 2009 – C.E. Thermal Systems announces a new way to heat homes and offices – through framed digital images hanging on the wall. The Heat by Design™ picture heater is an elegant and energy-efficient space heating solution that customers design for use in their homes or offices.

The Heat by Design convective picture heater uses a patented carbon fiber heating element system that is embedded behind the image. The flat carbon fiber elements safely increase the temperature of medium sized rooms by 3° to 7° F. The picture heater is a quiet, energy-efficient alternative to traditional space heaters. It operates without noisy, energy consuming fans that can stir airborne particulates and allergens. Heat by Design's energy efficient GentleHeat™ technology consumes only 400W of electricity per hour when operational. By turning the thermostat down just 1°F, a typical household can save up to 5% on heating costs. The Heat by Design picture heater can then be used to warm those cold spots in the home or office.

The Heat by Design artwork is manufactured using custom, high-resolution digital images from the customer's own collection. A gallery of elegant stock photographs is also available on the Heat by Design website. Businesses can create their own unique heater with corporate graphics for a functional advertising specialty item to use in their offices or those of their clients. Images are printed with a commercial four-color printing process that uses UV-based inks to

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ensure images will not fade or crack due to heating or exposure to sunlight. Images are printed on a special aluminum surface that conducts heat.

The frame is constructed of a black composite material with a smooth finish. It offers superior dimensional stability through hot and cold cycles and will not warp or fade. A patented TouchSensor™ flat front switch on the frame turns the unit on or off, as indicated by a green LED on the frame. The system automatically shuts off after 10 hours of operation.

The Heat by Design picture heater is 36 ¾" x 28 ¾", weighs only 10 pounds, and is simple to install. Easily mounted on most walls like a typical picture frame, Heat by Design keeps the unit and its power cord off the floor. This reduces clutter and improves safety in high traffic areas and in homes with toddlers or pets.

The picture heater can be ordered directly via the Heat by Design e-commerce website at www.heat-by-design.com. On the site, customers can upload digital photographs or choose from a gallery of stock images. Prices start at \$179 and product is delivered in 2-3 weeks.

About C.E. Thermal Systems: C.E. Thermal Systems is a manufacturer of engineered carbon fiber heating element systems and components. C.E. Thermal Systems, LLC supplies the carbon fiber heating elements used in Heat by Design picture heaters and the [Take-It-Easy Oven](#). We also supply customized carbon fiber heating solutions to other manufacturers for use in their original equipment. C.E. Thermal Systems, LLC is located in Chicago, IL.

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