

Contact: Bryn Punt/Liz Wilkins  
(949) 833-3822  
bpunt@intgmktg.com  
lwilkins@intgmktg.com

Dan Alf  
(310) 513-7353  
dan\_alf@denso-diam.com

**FOR IMMEDIATE RELEASE**

**January XX, 2004**

## **MovinCool<sup>®</sup> Introduces The PC7 Personal Space Cooler**

*The Power of a Commercial Spot Cooler Now Available for Residential Use*

**LONG BEACH, Calif.** – It's a common scenario – you are most comfortable when the house is 70 degrees, but your partner prefers a chilly 60. MovinCool<sup>®</sup>, the market leader in portable air conditioning, today announced the availability of the new PC7, the company's first "personal" space cooler. The latest line extension in the award-winning MovinCool line of portable spot coolers, the PC7 is ETL Verified and offers an easy and affordable way to cool individuals in homes or offices.

Priced under \$900, the PC7 is one of the best spot cooling products on the market because it does not require windows to remain partially ajar or open affording greater security than window-mounted air conditioners. The PC7 is also ideal for cooling individuals who need to be temporarily cooled, for example, those cooking in a hot kitchen or working in a basement, home office, or upstairs area.

Both winter and summer temperatures create unique cooling needs. Heating homes during the winter can create "hot spots" leaving particular areas of the house unpleasant. The PC7 helps cool individual people in these "hot spots" to keep them comfortable.

During hot summer months, the PC7 is ideal for cooling individuals in homes that do not have the luxury of central air conditioning such as older and historic homes. The portable, self-contained unit includes a remote control and features easy-to-use controls allowing it to be easily operated.

“The MovinCool line of spot coolers is already a proven success among businesses and offices,” said John Doran, Manager of the MovinCool Department. “With the debut of the PC7, we bring the power of an industrial strength spot cooler to people for residential use.”

The PC7 is a cost-effective way to keep people comfortable as they sleep during hot summer nights. Running the central air conditioner during hot nights costs more because it cools the entire home. Using the PC7 can result in a \$262 savings annually compared to the cost of running central air conditioning. This savings is based on 6 hours of usage per day over a 90 day period.

The unit is self-contained with no installation necessary so it can simply be plugged into a standard 110V power source when needed. The PC7 instantly provides up to 7,000 BTU/h and its performance is **backed by a warranty and fully-dedicated service team.**

For homes with larger spaces to cool, MovinCool suggests the Office Pro 10. Winner of the Breakthrough Product of the Year (*Processing Magazine*, December 2003) one of the Top Product Picks of the Year (*Buildings Magazine*, December 2003) and a Product of the Year Award (*Plant Engineering*, February 2004), the Office Pro 10 offers the greatest performance available in a compact design. Fully self-contained with no costly installation necessary, the Office Pro 10 can simply be wheeled in, plugged into a standard 110V socket and switched on, instantly providing 10,000 BTU's of cooling. The OP10 is an ideal cooling solution for homes without air conditioning or for times when an air conditioner is not working.

The Office Pro 10 is the first and only portable air conditioner of its compact size to offer a fully integrated air exhaust system. This system features built-in supply and return air-flow to the condenser drawing in outside air to cool the condenser and exhausting hot air out of the room rather than back into the room which is being

cooled. This integrated air-flow technology creates the most efficient cooling system possible.

MovinCool is offering a **\$50 rebate** for all PC7 and OP10 units purchased and delivered before April 30, 2004.

Consumers looking for information on back-up cooling can visit the MovinCool web site at [www.movincool.com](http://www.movincool.com) or contact the company directly at 800-264-9573.

MovinCool portable spot cooling solutions offer more units, more power, more protection and more affordability. MovinCool units provide higher cooling capacities than most portable air conditioners, generating up to 60,000 BTU/h. The MovinCool web site offers details about which units are compatible with various back-up generators and specifies voltage requirements.

MovinCool is a brand of DENSO, one of the world's largest manufacturers of automotive parts, robotics and spot coolers. The company pioneered the idea of portable cooling systems to meet its own automotive factory needs in Japan. Since then, MovinCool has designed a range of models designed to address the needs of offices and computer rooms. MovinCool is located at 3900 Via Oro Avenue in Long Beach, California, 800-264-9573. For more information, visit [www.movincool.com](http://www.movincool.com).

Established in 1971 as the first overseas affiliate of the DENSO Corporation, DENSO Sales California, Inc., is an automotive components sales and distribution company that employs 250 people in Long Beach, California. Sales for the fiscal year ended March 31, 2003, totaled US\$569 million. The company's product lines include original equipment, aftermarket and re-manufactured automotive parts, heavy-duty diesel and electrical components, portable commercial air-conditioning units and industrial robots.

DENSO CORPORATION, headquartered in Kariya, Aichi prefecture, Japan is a leading global supplier of advanced technology, systems and components. Worldwide, the company employs 90,000 people in 31 countries and regions, including Japan. Consolidated global sales for the fiscal year ended March 31, 2003 totaled US\$19.4 billion (2,332.8 billion yen or 17.9 billion euros). In the Americas (North, Central and South America), DENSO employs 14,000 people with consolidated sales for the above

fiscal year totaling US\$4.5 billion. DENSO Sales California employs 250 people in Long Beach, Calif.

DENSO common stock is traded on the Tokyo, Osaka and Nagoya stock exchanges. For more information, go to [www.densocorp-na.com](http://www.densocorp-na.com).

Canadian customers please contact:

Gordon R. Williams Corporation,

3350 Ridgeway Drive, Unit #2 Mississauga, Ontario Canada L5L 5Z9

Phone: (905) 820 - 1400 Fax: (905) 820 - 1435 Toll Free: 1 - 888 - 209 - 0999

[www.williamshvac.com](http://www.williamshvac.com) info@williamshvac.com

NOTES:

<sup>1</sup>Figures for the fiscal year ended March 31, 2002 include the effect of an irregular 15-month reporting period, due to 45 overseas subsidiaries and overseas affiliates changing their year-ends to March 31 from December 31. <sup>2</sup>Exchange rates used are 120 yen per one dollar at the end of March 2003.

# # #