

# NEWS

## FOR IMMEDIATE RELEASE

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### **SMART SURFACES BECOMES THERATORR MEDICAL, INC.**

**The Board of Directors approves new name for the Boston-Area Medical device firm, Smart Surfaces, Inc.**

Somerville, MA – November 1, 2010 – Smart Surfaces, Inc, the Boston-metro medical device developer received approval from its Board of Directors and shareholders to change the company name to TheraTorr Medical, Inc.

The new name, logo and brand charter was selected from a number of strong alternatives. The change was filed with the Delaware Division of Corporations, and will take place immediately.

“Tim has been developing this technology for a number of years, and now we feel it is ready to move towards commercialization. Smart Surfaces was broadly used as a concept name, including for medical products,” said Don Freeman, a Director of the company. “We wanted to start our brand-building efforts around an identity that would be our own.”

### **About TheraTorr Medical, Inc.:**

TheraTorr is a Boston metro medical device development company, specializing in the development and marketing of flotation therapy beds for the prevention and treatment of pressure ulcers. TheraTorr has developed a novel pressure-reducing, medical mattress that has the potential to prevent tissue breakdown, accelerate the healing of pressure ulcers, and improve patient comfort. This innovative therapeutic surface is based on proprietary platform technology, the SensorCell™.

TheraTorr Medical, Inc. is a privately held, Delaware corporation.

For further information about theraTorr, visit the company's Web site at [www.TheraTorr.com](http://www.TheraTorr.com).

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