

## **Product Differentiation Excellence, Cold Therapy Market North America, 2010**

### **Frost & Sullivan's Global Research Platform**

Frost & Sullivan is entering its 50th year in business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The Company's research philosophy originates with the CEO's 360 Degree Perspective,\* which in turn serves as the foundation of its TEAM Research\*\* methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2010 Product Differentiation Excellence Award in Cold Therapy to Game Ready®.

### **Significance of the Product Differentiation Excellence Award**

#### **Key Industry Challenges Addressed by Game Ready**

Knee arthroscopy is one of the most complex orthopedic procedures. Patients undergo severe pain and have restricted movement ability in their joint. Over the years, patients have used cold packs to reduce their pain. Cold therapy has been shown to decrease pain and muscle spasms and tissue damage. The outcomes received from using cold packs have not been successful in delivering the best result for the patient and are responsible for extremely long recovery periods. In today's world, where more and more people are leading active lifestyles, no individual wants a prolonged recovery period from musculoskeletal injuries or orthopedic surgeries. This is true especially for athletes who need to get back to their maximum potential at the earliest to resume normal activities. Studies have established that following knee arthroscopy, an active compression and cooling device showed improved range of motion at 2 and 4 weeks postoperatively compared to standard cold therapy.

Though cold therapy does help in reducing tissue swelling, research has shown that compression has better ability to limit swelling, control edema formation, and encourage acceleration of the healing process. Game Ready's system allows the ideal combination of cold and active compression in its compact device and has been able to achieve significantly improved results over cold packs and other cold therapy devices available in the market. In addition, intermittent compression has been shown to be more effective than static compression in the clinical setting, offering incremental clinical benefits such as optimized lymphatic drainage, stimulation of tissue healing, and increased blood flow. Game Ready's intermittent compression also conforms the wrap to the contours of the body to aid in the delivery of cold therapy.

Cold packs and other lower and mid-level cold therapy systems available in the market do not allow patients to regulate the temperature settings. Optimum temperature is subjective to different patients and their preferences and thus having no regulation control poses less

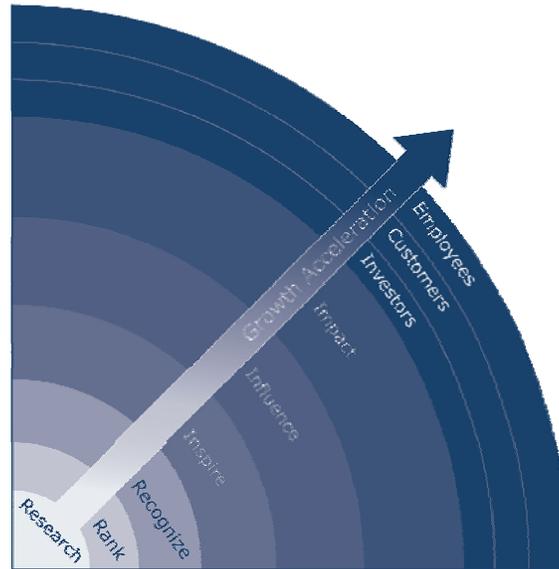
freedom for patients to achieve maximum comfort. Game Ready's temperature adjustability allows for customized and comfortable cold application which can help to improve patient compliance.

The Game Ready System gives the health care professional and the patient the upper hand in rehabilitation and recovery, making the healing process easier for everyone. This makes it an ideal product for patients' use post-operatively or otherwise.

### **Impact of Product Differentiation Excellence Award on Key Stakeholders**

The Product Differentiation Excellence Award is a prestigious recognition of Game Ready's accomplishments in the cold therapy market. An unbiased, 3<sup>rd</sup> party recognition can provide a profound impact in enhancing the brand value and thereby accelerating Game Ready's growth. As captured in Chart 1 below, by researching, ranking, and recognizing those who deliver excellence and best practices in their respective endeavors, Frost & Sullivan hopes to inspire, influence, and impact three specific constituencies:

- **Investors**  
Investors and shareholders always welcome unbiased and impartial third party recognition. Similarly, prospective investors and shareholders are drawn to companies with a well-established reputation for excellence. Unbiased validation is the best and most credible way to showcase an organization worthy of investment.
- **Customers**  
3rd party industry recognition has been proven to be the most effective way to assure customers that they are partnering with an organization that is leading in its field.
- **Employees**  
This Award represents the creativity and dedication of Game Ready's executive team and employees. Such public recognition can boost morale and inspire stakeholders to continue its best-in-class pursuit of a strong competitive position for Game Ready.

**Chart 1: Best Practices Leverage for Growth Acceleration****Key Benchmarking Criteria for Product Differentiation Excellence Award**

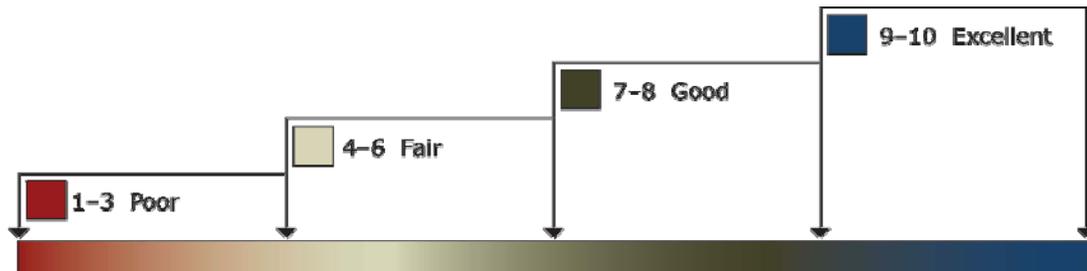
For the Product Differentiation Excellence Award, the following criteria were used to benchmark Game Ready's performance against key competitors:

- Features/Functionality
- Quality/Complexity
- Customization
- Target Market
- Unique Name/Brand Recognition

## Decision Support Matrix and Measurement Criteria

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Matrix (DSM). The DSM is an analytical tool that compares companies' performance relative to each other with an integration of quantitative and qualitative metrics. The DSM features criteria unique to each Award category and ranks importance by assigning weights to each criterion. The relative weighting reflects current market conditions and illustrates the associated importance of each criterion according to Frost & Sullivan. Fundamentally, each DSM is distinct for each market and award category. The DSM allows our research and consulting teams to objectively analyze each company's performance on each criterion relative to its top competitors and assign performance ratings on that basis. The DSM follows a 10-point scale that allows for nuances in performance evaluation; ratings guidelines are shown in Chart 2.

**Chart 2: Performance-based Ratings for Decision Support Matrix**



This exercise encompasses all criteria, leading to a weighted average ranking of each company. Researchers can then easily identify the company with the highest ranking. As a final step, the research team confirms the veracity of the model by ensuring that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

**Chart 3: Frost & Sullivan's 10 Step Process for Identifying Award-Recipients**



## Best Practice Award Analysis for Game Ready

The Decision Support Matrix, shown in Chart 4, illustrates the relative importance of each criterion for the Product Differentiation Excellence Award and the ratings for each company under evaluation. To remain unbiased while also protecting the interests of the other organizations reviewed, we have chosen to refer to the other key players as Competitor 1 and Competitor 2.

**Chart 4: Decision Support Matrix for Product Differentiation Excellence Award**

Measurement of 1–10 (1 = lowest; 10 = highest)	Award Criteria					Weighted Rating
	Features/Functionality	Quality/Complexity	Customization	Unique Name/Brand Recognition	Target Market Focus	
<b>Relative Weight (%)</b>	<b>30%</b>	<b>25%</b>	<b>20%</b>	<b>15%</b>	<b>10%</b>	<b>100%</b>
Game Ready	9	10	9	9	8	9.15
Competitor 1	8	7	6	6	8	7.05
Competitor 2	7	6	6	5	6	6.15

The 2010 Frost & Sullivan Product Differentiation Excellence Award for the U.S. Cold Therapy Market is presented to Game Ready. Game Ready’s ability to provide new and improved technologically innovative cold therapy solutions to the market makes it one of the most popular devices in the pain management sector.

### Features/Functionality

RICE – Rest, Ice, Compression, and Elevation is a proven method of treatment in the medical community. Not many products in the market allow all the features of RICE in one system. Game Ready has been able to offer adjustable cold therapy and intermittent compression in one easy-to-use system, making it easy for the patient to apply the two most difficult-to manage aspects of the RICE regimen. Game Ready system has a simple design and is very convenient to use. End-users that have used this product have indicated that it is a valuable aid in the treatment of post-surgical and acute injuries where cold and compression are indicated.

Game Ready simultaneously delivers (intermittent) compression and adjustable cold therapy for faster, deeper and long-lasting cooling. Active compression helps facilitate the

healing process, reduce swelling and conform ergonomic, flexible wraps to body contours for increased surface contact and improved heat/cold transfer.

Game Ready is designed to offer enhanced ease-of-use and boost overall patient care and recovery from pain. It has a wide opening in the control unit that allows for convenient handling of ice and water. It features an ergonomic handle that allows the patient to comfortably carry the control unit. To offer clear vision of the unit's operational status, Game Ready utilizes a simple user interface which enhances ease-of-use. Also, the system has 6 pre-programmed continually run programs that eliminate the requirement to reset the control unit between treatment sessions.

### **Quality/Complexity**

All Game Ready Wraps are designed in two parts: a removable outer sleeve, and an inner dual-action, air-and-water chamber. Game Ready uses breakthrough NASA spacesuit technology to offer a comprehensive range of anatomically designed wraps. The wraps bring therapy to virtually every major body part – including an Articulated Knee Wrap designed specifically for use in a CPM machine following ACL or total knee repair. Patented circumferential wraps fully surround injury site, covering more surface area, further enhancing delivery of cold therapy. Game Ready Wraps reach key pain points for ACL repair or total knee replacement such as the upper shin and back of the knee, respectively. This makes it an ideal product for a wide variety of uses. Hospitals and patients have widely accepted this product for their various pain management needs. It has proven to be a very promising product in the market and has prompted many other manufacturers to research competitive offerings.

Game Ready has emerged as a growing luminary against the backdrop of a competitive market environment of many big companies. Its continued endeavor to provide top-class solutions to the market has enabled Game Ready to create a unique place in the cold therapy market. It has been able to provide quality and complex products to the industry through its advanced aptitude to foresee, and meet, the potential demands of the end-users.

### **Customization**

Game Ready first set out to provide athletes with a convenient, portable, and comfortable tool that they can use for treatment in the training room, on the field, or on the road, resulting in therapy from which not just athletes, but anyone recovering from soft tissue injuries or orthopedic surgery can benefit. The system is different from the traditional treatment methods, like ice packs or simple circulating ice water systems. The Game Ready System continuously cycles fluid throughout the form-fitting, flexible wrap, at high flow rates keeping it cold throughout the entire duration of treatment. It has adjustable time pressure and temperature settings, thus, treatment sessions can be tailored to every individual's needs. The battery pack option and customized carry bag allow the user to administer treatment on the go or wherever it is required.

Game Ready thus offers a great system that is customizable according to end-user needs, making it a desirable product in the market.

### **Unique Name/Brand Recognition**

Game Ready takes injury recovery to a higher level by combining active pneumatic compression and circumferential cold therapy in one convenient system. Game Ready has evolved as such a strong name in the cold therapy market with this quality product that it has quickly become the gold standard of treatment. The Game Ready System is the injury treatment system of choice for thousands of prominent orthopedic clinics, athletic trainers and physical therapy centers. Numerous colleges, university and high school athletic programs and several teams in nearly every professional sport use the Game Ready System, including the NFL, NBA, and NHL. Organizations such as the U.S. Soccer Federation, the U.S. Olympic Committee, and military operational forces including the U.S. Army Special Operations and the U.S. Navy SEALs use the Game Ready System as well.

Game Ready system is a unique combination of active compression and circumferential cold therapy, comfortable form-fitting anatomic wraps, and adjustable pressure and temperature settings – it is a one stop shop for all pain management requirements for patients and athletes. By offering such a unique solution in the market, Game Ready has been able to stand-out as a prominent player in the market creating a top-level niche area for itself. Game Ready is therefore the recipient of the 2010 Product Differentiation Excellence Award in the U.S. Cold Therapy Market.

### **The CEO 360 Degree Perspective™ - Visionary Platform for Growth Strategies**

The CEO 360 Degree Perspective model provides a clear illustration of the complex business universe in which CEOs and their management teams live today. It represents the foundation of Frost & Sullivan's global research organization and provides the basis on which companies can gain a visionary and strategic understanding of the market. The 360 degree perspective is also a "must-have" requirement for the identification and analysis of best-practice performance by industry leaders.

The 360 degree model enables our clients to gain a comprehensive, action-oriented understanding of market evolution and its implications for their companies' growth strategies. As illustrated in Chart 5 below, the following six-step process outlines how our researchers and consultants embed the 360 degree perspective into their analyses and recommendations:

Chart 5: How the CEO's 360 Degree Perspective Model Direct Our Research

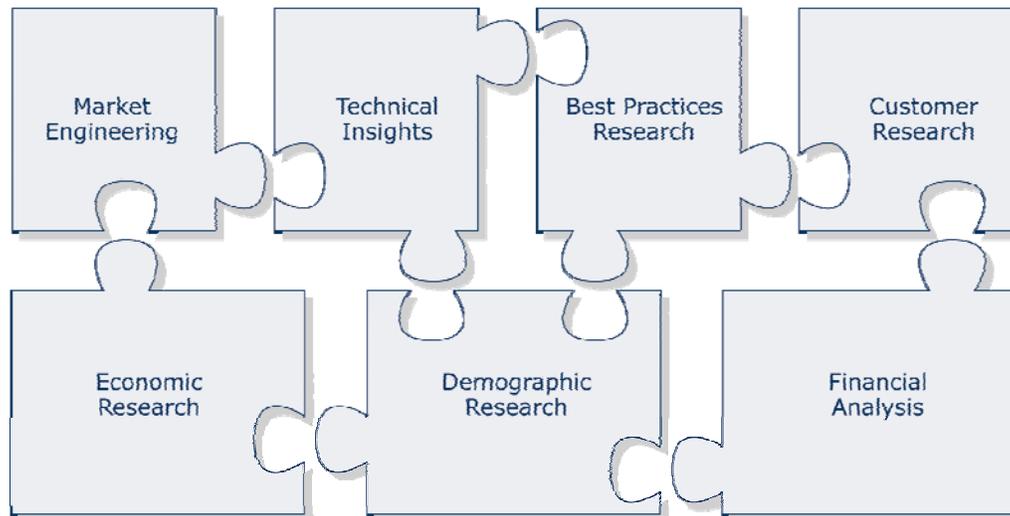


### Critical Importance of TEAM Research

Frost & Sullivan’s TEAM Research methodology represents the analytical rigor of our research process: it offers a 360 degree view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan’s research methodologies. Our experience has shown over the years that companies too often make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that the successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an

evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

**Chart 6: Benchmarking Performance with TEAM Research**



### About Game Ready

Game Ready® was built upon the concept that the principles behind spacesuit technology could be used to develop an injury treatment system. As a designer for NASA and an inductee into the U.S. Space Foundation's Hall of Fame, the founder helped pioneer the technology involved in controlling pressure and temperature within a flexible garment. Game Ready was the first to introduce a system that simultaneously delivers intermittent compression and adjustable cold therapy.

### About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.