

FOR IMMEDIATE RELEASE

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**Contour Products, Inc. Introduces “ICE” Version of innovative Kabooti® Seat Cushion
Makes the ordinary Donut Cushion Obsolete**

Charlotte, NC (October, 2015) – Contour Products, a leader in the sleep, comfort and support industry, is pleased to announce the launch of a new patent-protected product, the Kabooti® ICE Seat Cushion. The icy gel insert is shaped to fit into the recessed area of the cushion to provide therapeutic, cooling comfort - 100% naturally - whenever, wherever you sit. The Kabooti® ICE offers temporary soothing relief for hemorrhoids, perineal wounds, postpartum discomfort and testicular pain. Its one-of-a-kind



design reduces tailbone pressure while the ergonomic wedge shape encourages proper posture. Innovative stability lobes evenly distribute weight to provide greater stability and prevent tipping. A washable, stretch-knit cover features a convenient carry handle and allows for discreet use anywhere you go.

Pressure mapping studies demonstrate that the Kabooti® Ice Cushion’s conforming design more evenly distributes the body’s weight, eliminating high concentrations of pressure on the sensitive tailbone/coccyx area. “We’re pleased that pressure maps have confirmed that our Kabooti® ICE provides superior support and pressure relief versus an ordinary Donut Ring,” said Scott Davis, President of Contour Products. “So many people have conditions or situations that make sitting unbearable, we’re excited to bring this solution-based cushion to market.”

All Contour™ Products are engineered and tested in the USA before being offered to consumers. The popular line includes the Contour Pillow®, the Contour Cloud® Pillow and Contour Cloud® Mattress Pad, as well as the Contour Freedom Back. Since 1991, over 10 million Contour products have been sold in the U.S. and in 80 countries abroad. The company is operated and headquartered in Charlotte, North Carolina.

For further information about the Kabooti® ICE and other available products call toll-free 1-800-MY-CONTOUR.