

FOR IMMEDIATE RELEASE - OCTOBER 10, 2018



Exothermix Announces New Chief Executive Officer

COLLEGE STATION, Texas – A top talent with Brazos Valley roots who has helped guide the success of Exothermix® since 2015 is taking over the top leadership role, this as the long-time CEO heads to Africa to serve an orphan rescue and restoration ministry.

Company CFO Daniel E. Hancock has assumed the role of CEO. Adam Laubach will continue as CTO through the end of 2018, and then in an advisory role in 2019. Laubach and his wife are transitioning to serve as directors of the Amani Baby Cottage in Jinja, Uganda.

“I would like to thank Adam for guiding the company into being a self-heating technology pureplay, changing the name of the company to Exothermix and realizing the first products that deliver on the promise of ‘Safe Heat Anytime, Anywhere™,’” said Exothermix Chairman of the Board John White. “We believe we have an exciting future ahead with Danny leading the company forward.”



Daniel Hancock

Exothermix started as The Rechargeable Battery Corporation more than 25 years ago in College Station thanks to several Texas A&M professors. Known as Exothermix since 2013, the company has grown into an international technology leader, delivering on the promise of safe on-demand heat through a variety of life saving and improving products. It develops and produces lightweight, low-profile, air-activated heating systems which can be turned on with the pull of a label and stopped by reaffixing the label. Exothermix has built partnerships with global brand and emerging technology companies, specializing in a wide range of industries including emergency care, therapeutic devices and a variety of health and beauty care applications.

Hancock brings more than a quarter of a century of accounting experience to Exothermix, joining the company in September 2015. The Texas A&M graduate and CPA has worked in retail, banking, telecommunications, agriculture and medical sectors, among others. He served as the CFO of Berkeley Eye Center and Choctaw Communications – each based in Houston – prior to returning to Aggieland. He is originally from Hearne and graduated from Hearne High School, just half-an-hour from College Station.

“From the time I began a financial consulting arrangement with the company a little more than three years ago, I have been very impressed not only with the company’s technology, but also with the people,” Hancock said. “As a group, we have secured development and commercial agreements with some of the largest companies in the world. College Station has provided not only a central hub between Texas’s three major cities, it is also home to world-class engineers and resources readily available at Texas A&M. We are poised to take the next step in the continued growth of Exothermix. We know that there will be challenges along the way, but we are each individually and collectively motivated to get this technology to the world through various applications to provide safe heat anytime and anywhere.”

Hancock and the Exothermix team aim to build upon the eight years of development and growth under Laubach’s leadership. Since his arrival, Exothermix has used the Lab-to-Fab model to get the technology out of the glovebox and into global scale pilot production. To date, there have been eight product launches, with more than 4,000,000 units sold and used around the globe. Multi-national customers includes L’Oreal, the largest cosmetics company in the world, which is utilizing Exothermix technology in its REDKEN HEATCURE™ hair mask. DJO Global, a \$1.5B medical device company, has used the technology in its EXOS Rapid Splint™, Dr. Comfort™ Exos Orthotics and DonJoy® TriFit™ product lines.

Exothermix partners with innovative and rapidly developing medical device companies like Caerus, which is using the technology in its Ortho-Cor™ PEMF + heat therapeutic devices (as an alternative to invasive surgery and/or pharmaceutical pain killers). There is also a partnership with Combat Medical, which has developed The HAWK™ Advance Hypothermia Management Set for first responders and military service members to use in emergencies when lives are at stake.

In 2017 at the annual Rotary 10 Awards, the Bryan Rotary Club named Exothermix the fastest growing company in Brazos County with more than 1,700 percent growth over three years. Fundraising continues as Exothermix looks to expand its work with Safe Heat technology, developing new products and partnerships.

“While my family’s calling is to go and serve orphans and vulnerable children in Uganda, it is with mixed emotions that I transition out of my full-time role with Exothermix,” Laubach said. “The company is on the cusp of making a huge impact on the world around us through our innovative technology that transforms materials and lives in the process. The Covenant Company principles which were developed in conjunction with our long-time investor and previous chairman, Erik Giese, have guided and enabled our success to date. I am pleased to see our team, led by Danny as CEO and John as Chairman, fully embracing the principles of serving others first through our technology and business practices. The future is indeed bright, and I plan on being part of the team in an advisory role for the foreseeable future.”

“Exothermix is very appreciative of the work that Adam has done to develop the team and technology,” Hancock added. “Along with the great team of engineers and technicians, Adam took a concept from the lab and brought it to life. His vision of surrounding himself with talented employees has enabled Exothermix to mass produce heaters for various industries. We wish Adam, Tricia, and their entire family nothing but the best as they move into this next chapter of their life.”

#####

ABOUT EXOTHERMIX

Exothermix is an innovation company located in College Station, Texas that focuses on the transformation of materials and products through proprietary heat generation technology that provides Safe Heat. Anytime. Anywhere.

MEDIA CONTACT

Larry Bates
Exothermix Vice President, Sales & Marketing
larry.bates@exothermix.com
(979) 260-1120