



OxySure gets FDA approval for portable oxygen generator



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Local company OxySure Systems Inc. has received Food and Drug Administration approval to sell its portable oxygen product over the counter. “We are excited about having been through that and the clearance now gives us the ability to focus on

what we are really about, which is getting this product to market,” said Julian Ross, chairman and CEO of OxySure.

The product is a portable oxygen generator that is more stable and therefore safer than simply carrying oxygen tanks. To activate the container, the user must push a button that combines two powders that, when combined with an accelerator, create medical-grade oxygen.

The system likely will cost between \$149 and \$199. Each cartridge will give about 15 minutes of medically pure oxygen.

The generator is designed to be stored in a similar way to a fire extinguisher. Replacement cartridges will be available for \$49.

The OxySure Portable Oxygen Generator, Model 615, will help patients with cardiovascular disease, as well as in respiratory emergencies and general medical emergencies.

The system likely will be sold on medical distribution channels and sources such as QVC and through AARP before going into retail stores like Walgreens or CVS Pharmacy. Ross said he expects to sell “hundreds of thousands” of units in 2006.

OxySure has 19 patents pending on the technology. The company was founded in January 2004, but the development of the chemicals has taken more than three years.

The company now has eight full-time employees as well as part time employees and consultants and is looking for more employees, including for its management team. Ross said he expects to have between 40 and 50 employees within 12 months.

OxySure is in the middle of a fund-raising round that Ross said he expects to close in January. Citing Securities and Exchange Commission regulations, Ross said he could not disclose the size of the round.

OxySure is located at the North Texas Enterprise Center for Medical Technology (NTEC), a not-for-profit medical technology incubator in Frisco. OxySure moved to NTEC space in February 2004 and plans to be there for at least another six months.

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