

ZENO®

Tyrell, Inc. Press Kit

Contents

Press Releases:

- ZENO FEATURED ON THE [ELLEN DEGENERES SHOW](#) – NOVEMBER 2006
- [WALGREENS LAUNCHES ZENO® NATIONWIDE](#) – SEPTEMBER 2006
- ZENO FEATURED ON THE [TYRA BANKS SHOW](#) – MAY 2006
- TYRELL INTRODUCES [NEW VERSIONS OF ZENO](#) – JANUARY 2006
- AT-HOME MEDICAL DEVICE USES THE [SCIENCE OF HEAT](#) TO CLEAR BLEMISHES SAFELY – JUNE 2005

[Acne FAQ](#)

[Zeno® FAQ](#)

[Company Background](#)

Executive Biographies:

- [Walter Klemp](#) – President & CEO
- [Robert Conrad](#) – Chief Operating Officer
- [Lori Bisson](#) – Chief Financial Officer
- [Lee Stranathan](#) – Vice President of Marketing

ZENO®

FOR IMMEDIATE RELEASE

Contact: Allison Allison
Richards Partners
214-891-5212
allison_allison@richards.com

Jordan Keene
Richards Partners
214-891-5085
jordan_keene@richards.com

ZENO FEATURED ON THE ELLEN DEGENERES SHOW

HOUSTON (Nov. 2, 2006) – Almost 90 million frustrated Americans suffer from acne, but on Nov. 1, 2006, Ellen Degeneres collaborated with Tyrell, the makers of the revolutionary acne-treatment device called Zeno, to lower that number. 300 audience members in the studio for the show that aired Nov. 1 were on hand for the episode's beauty feature, and all walked away with a free Zeno.

Zeno, the first FDA-cleared medical device designed to treat mild to moderate acne, has 90 percent efficacy in clinical trials – resolving most blemishes within 24 hours. By delivering a precisely controlled low-level heat dose directly to the pimple, Zeno makes the acne-causing bacteria self-destruct. This medical device, which has received numerous accolades from the beauty world including *Allure* Magazine's 2005 "Best of Beauty Award," is a safe, quick and effective alternative to other over-the-counter acne treatments.

Zeno is available for purchase nationwide at Bliss Spas, Walgreens, Sephora and online at outlets such as Walgreens.com, amazon.com and myzeno.com.

About Tyrell, Inc. and Zeno™

Established in Houston, Texas, in September 2002, Tyrell, Inc. is the leading pioneer in an exciting new category of home-based medical devices. The company was formed to develop and launch Zeno, a product set to revolutionize over-the-counter treatment of acne pimples. Utilizing proprietary ClearPoint™ technology, this electronic medical device applies sustained heat therapy to destroy the bacteria that causes common acne, dramatically reducing the healing time of pimples. For more information on Zeno, visit myzeno.com.

###

ZENO®

FOR IMMEDIATE RELEASE

CONTACT: Allison Allison
Richards Partners
214-891-5212
allison_allison@richards.com

Lee Stranathan
Tyrell, Inc.
281-453-1406
lstranathan@tyrell-inc.com

Tiffani Bruce
Walgreens
847-914-2962
Tiffani.bruce@walgreens.com

WALGREENS LAUNCHES ZENO® NATIONWIDE

HOUSTON (September 28, 2006) – Tyrell, Inc., the creators of Zeno, an innovative medical device used to treat acne, today announced Zeno's availability in most Walgreens (NYSE, NASDAQ: WAG) stores nationwide. Walgreens is the exclusive national drugstore retailer of Zeno.

"We are very pleased to announce our partnership with Walgreens," said Walter Klemp, president and CEO of Tyrell, Inc. "The distribution of Zeno through Walgreens places our product on the shelves in the leading domestic chain drug retailer and makes the device more accessible to consumers."

The first and only FDA-cleared device of its kind, Zeno has revolutionized the over-the-counter acne treatment industry by offering a quick, safe and effective means of making blemishes disappear.

Zeno, which initially was available solely through physicians and medi-spas, has experienced significant growth since its introduction in June 2005. Consumer reaction and demand was so outstanding that the initial success was followed by expanded distribution into a variety of specialty aesthetic retailers. The introduction of Zeno into the chain drug retail class of trade and the partnership with Walgreens rounded out a natural progression of Zeno's distribution expansion.

Walgreens first tested Zeno in a three-month, three-market test in Madison, Wis., Nashville, Tenn., and Atlanta this summer. Sales results and consumer reaction exceeded expectations,

-more-

ZENO®

Walgreens Launches Zeno Nationwide

Page Two

prompting Walgreens and Tyrell to roll out a full national distribution plan this fall. Walgreens launched the device as well as the Replacement Treatment Tip into the majority of its stores beginning in late August.

“Walgreens has long been a destination for beauty shoppers,” said Michelle Hobson, manager of strategic business development for Walgreens beauty. “We are always searching for the latest, most reliable solutions for our customers’ skincare dilemmas. Zeno is also a medical device, so it is a perfect fit for Walgreens. The word is getting out about Zeno, and our beauty advisors in each store are playing an important role in educating consumers about this new technology.”

Zeno works by harnessing one of the fundamental principles of medicine – using heat to treat bacteria. Tyrell’s proprietary ClearPoint™ technology is imbedded in a treatment tip that heats up to 118.5°F for two-and-a-half minutes, and is applied directly to an individual acne pimple. This application generates a heat shock response in the *p. acnes* bacteria – the form of bacterium that causes most acne outbreaks – killing it and clearing the affected area. In an FDA-reviewed clinical trial, 90 percent of the pimples treated demonstrated improvement or resolution within 24 hours.

“Zeno is successful because it complements good hygiene regimens and offers an alternative solution to tackle a disease that impacts so many people,” said Robert Conrad, chief operating officer for Tyrell and Zeno’s inventor. “More than 90 million Americans suffer from acne, and now, because of Zeno and its availability in Walgreens, they have the ability to conquer embarrassing blemishes in the privacy of their own homes.”

Zeno and Zeno Replacement Treatment Tips are also available for purchase at www.walgreens.com.

About Tyrell, Inc. and Zeno™

Established in Houston, Texas, in September 2002, Tyrell, Inc. is the leading pioneer in an exciting new category of home-based medical devices. The company was formed to develop and launch Zeno, a product set to revolutionize over-the-counter treatment of acne pimples. Utilizing proprietary ClearPoint™ technology, this electronic medical device applies sustained heat therapy to destroy the bacteria that causes common acne, dramatically reducing the healing time of pimples. For more information, visit www.myzeno.com.

About Walgreen Co.

Walgreen Co. is the nation's largest drugstore chain with fiscal 2006 sales of \$47.4 billion. The company operates 5,461 stores in 47 states and Puerto Rico. Walgreens also provides additional services to pharmacy patients and prescription drug and medical plans through Walgreens Health Services, its managed care division, which includes Walgreens Health Initiatives Inc. (a pharmacy benefits manager), Walgreens Mail Service Inc., Walgreens Home Care Inc. and Walgreens Specialty Pharmacy.

###

ZENO®

FOR IMMEDIATE RELEASE

Contact: Allison Allison
Richards Partners
214-891-5212
allison_allison@richards.com

Jordan Keene
Richards Partners
214-891-5085
jordan_keene@richards.com

ZENO FEATURED ON THE TYRA BANKS SHOW

HOUSTON (May 11, 2006) – Almost 90 million frustrated Americans suffer from acne, but on May 11, 2006, Tyra Banks collaborated with Tyrell, the makers of a new acne-treatment device called Zeno, to lower that number. Approximately 200 audience members of today's *The Tyra Banks Show* were some of the first to witness the revolutionary Zeno at work and all walked away with a free Zeno after guests from the hit show "America's Next Top Model" touted its effectiveness, style and safety.

Zeno, the first FDA-cleared medical device designed to treat mild to moderate acne, has 90 percent efficacy in clinical trials – resolving most blemishes within 24 hours. By delivering a precisely controlled low-level heat dose directly to the pimple, Zeno makes the acne-causing bacteria self-destruct. This new medical device, which has received numerous accolades from the beauty world including *Allure Magazine's* 2005 "Best of Beauty Award," is a safe, quick and effective alternative to other over-the-counter acne treatments.

About Tyrell, Inc. and Zeno™

Established in Houston, Texas, in September 2002, Tyrell, Inc. is the leading pioneer in an exciting new category of home-based medical devices. The company was formed to develop and launch Zeno, a product set to revolutionize over-the-counter treatment of acne pimples. Utilizing proprietary ClearPoint™ technology, this electronic medical device applies sustained heat therapy to destroy the bacteria that causes common acne, dramatically reducing the healing time of pimples. For more information on Zeno, visit myzeno.com.

###

ZENO®

FOR IMMEDIATE RELEASE

CONTACT: Allison Allison
Richards Partners
214-891-5212
allison_allison@richards.com

Lee Stranathan
Tyrell, Inc.
281-453-1406
lstranathan@tyrell-inc.com

TYRELL INTRODUCES NEW VERSIONS OF ZENO

HOUSTON (January 20, 2006) – Tyrell, Inc., the creators of Zeno, an innovative hand-held medical device used in the treatment of acne, today introduced its first-ever product variations—Zeno PRO and Zeno MD—now available through salons and spas, beauty and cosmetic retailers and doctors, respectively.

The first FDA-cleared device of its kind, Zeno has revolutionized the over-the-counter acne treatment industry by offering a quick, safe and effective means of making blemishes disappear. When launched in 2005, Zeno was priced at \$225 and sold exclusively through dermatologists' offices and medi-spas. Product design improvements and ever-expanding distribution lead to the introduction of Zeno PRO and Zeno MD.

All three versions—Zeno, Zeno PRO and Zeno MD—work by harnessing one of the fundamental principles of medicine—using heat to treat bacteria. Tyrell's proprietary ClearPoint® technology is imbedded in a replaceable treatment tip that heats up to 118.5° F for two-and-a-half minutes and is applied directly to an individual acne pimple. This application generates a heat shock response in the *P. acnes* bacteria, the form of bacterium that causes most acne outbreaks, thereby killing the bacteria and clearing the affected area. In an FDA-reviewed clinical trial, 90 percent of pimples treated demonstrated improvement or resolution within 24 hours.

-more-

ZENO®

“We are so pleased to add these products to our Zeno line,” said Walter Klemp, president and CEO of Tyrell, Inc. “Zeno PRO and Zeno MD are not just an expansion of our business, they represent our dedication to offering consumers the best over-the-counter acne treatment options on the market.”

Both of the new models feature new product colors, the addition of a custom leather mirrored carrying case and unique treatment counts. The full Zeno product line now includes Zeno, a 60-treatment count device priced at \$149; Zeno PRO, a 90-treatment count device with carrying case priced at \$185; and Zeno MD, a 150-treatment count device with carrying case priced at \$200.

About Tyrell, Inc. and Zeno®

Established in Houston, Texas, in September 2002, Tyrell, Inc. is the leading pioneer in an exciting new category of home-based medical devices. The company was formed to develop and launch Zeno, a product set to revolutionize over-the-counter treatment of acne pimples. Utilizing proprietary ClearPoint® technology, this electronic medical device applies sustained heat therapy to destroy the bacteria that causes common acne, dramatically reducing the healing time of pimples. For more information, visit www.myzeno.com.

###

FOR IMMEDIATE RELEASE

Contact: Allison Allison

ZENO®

allison_allison@richards.com
214-891-5212

AT-HOME MEDICAL DEVICE USES THE SCIENCE OF HEAT TO CLEAR BLEMISHES SAFELY

FDA-cleared treatment in clinical trial shows that 90 percent of pimples treated improve or resolve within 24 hours

HOUSTON (June 1, 2005) – Almost 90 million frustrated Americans spend more than \$2 billion each year on acne treatments with limited results and sometimes significant side effects. Today's introduction of Zeno™, pioneered by Tyrell, Inc. brings a whole new way to effectively treat pimples at home.

Zeno is the first FDA-cleared medical device designed for over-the-counter use on mild to moderate inflammatory acne. Combining revolutionary scientific, medical and electronic principles, Zeno uses proprietary ClearPoint™ technology to clear pimples quickly using the science of heat. Zeno has been clinically proven to be safe and effective and, when compared with existing over-the-counter treatments, offers substantially better results with none of the typical side effects.

Tyrell's ClearPoint technology allows Zeno to deliver a precisely controlled low-level heat dose to the pimple, causing *p. acnes*, the bacteria which brings about roughly 90 percent of all acne blemishes, to self-destruct. The temperature required for Zeno to be effective is below the point at which healthy skin may be damaged.

"Zeno represents a major advancement in the new category of home-based medical devices," said Wally Klemp, president and CEO of Tyrell, Inc. "People are absolutely amazed when they use Zeno. For the first time, they can take control of their skin and treat pimples the same day they appear, without the risk of drug-related side effects."

Zeno's treatment regimen is two to three treatment cycles of two and a half minutes each over 12 to 24 hours. Zeno's internal microprocessors maintain the temperature within a fixed range, and an integral digital timer controls the treatment time. In an FDA-reviewed, controlled clinical trial, 90 percent of blemishes treated with Zeno disappeared or faded within 24 hours.

-more-

ZENO®

Zeno's development is the result of its inventor's sincere passion to provide a simple and effective solution for at-home acne treatment. After a large pimple appeared before an important board meeting, Tyrell, Inc., Chief Operating Officer Robert Conrad researched the existing science behind acne treatment, explored new options and got to work on a prototype that became the basis for ClearPoint technology.

"Pimples are a universal problem with very few quick or effective solutions," said Conrad. "Zeno is safe and hygienic, with a painless, straightforward approach. I created Zeno because we all know the frustration of having a pimple inevitably appear on that special day. Our natural reaction is to want to do something about it. Now you can."

Zeno can be used in conjunction with other acne treatments including over-the-counter and prescription medications. Zeno does not require a prescription and will initially be available through medical offices and medi-salons. It is anticipated that Zeno will retail above \$200.

For more information on Zeno, visit www.myzeno.com.

About Tyrell, Inc. and Zeno™

Established in Houston, Texas, in September 2002, Tyrell, Inc. is the leading pioneer in an exciting new category of home-based medical devices. The company was formed to develop and launch Zeno, a product set to revolutionize over-the-counter treatment of acne pimples. Utilizing proprietary ClearPoint™ technology, this electronic medical device applies sustained heat therapy to destroy the bacteria that causes common acne, dramatically reducing the healing time of pimples.

###

ZENO®

Facts at a Glance

Zeno™

- A handheld, portable electronic medical device that is clinically proven to make pimples disappear fast
- Treats individual pimples with a precisely controlled low-level heat dose faster and more effectively than any other product available without a prescription
- In a clinical trial, 90 percent of blemishes treated with Zeno faded or disappeared within 24 to 48 hours.
- Treats pimples with just two to three treatment cycles lasting two and a half minutes each spread over 12 to 24 hours
- Can be used in conjunction with other acne treatments including over-the-counter and dermatologist-prescribed medications
- Should be used in conjunction with a comprehensive, regular hygiene routine

ClearPoint™ Technology

- A proprietary technology developed by Tyrell, Inc. using the science of heat to trigger a self-destruction response in *P. acnes*, the bacteria causing roughly 90 percent of acne blemishes
- Internal microprocessor continually modulates the temperature to match the heat absorption of the individual user
- Controls precise treatment time with an integral digital timer
- Replaceable treatment tips have a specific number of treatment cycles to ensure thermal efficiency
- Combines the latest scientific, medical and electronic technology
- Comes in three versions- Zeno, Zeno Pro and Zeno MD

ZENO®

Acne FAQ

How extensive are acne problems in the United States?

- Americans purchase roughly \$2.1 billion in over-the-counter and prescription acne medications each year
- Acne is the most common skin disease in the United States and accounts for 46 percent of all visits to a dermatologist
- The U.S. retail drug and prescription acne medicine market is growing at over eight percent per year
- According to a survey by the American Academy of Dermatology, acne makes one out of 10 teenagers like themselves less and is the worst thing about adolescence

Who suffers from acne?

- An estimated 90 million people in the United States suffer from acne pimples
- Available statistics suggest a demographic segmentation of 39 percent adult women, 31 percent adult men and 30 percent adolescents

What causes acne?

- Hormonal imbalance is a key cause of acne pimple development
- As females age, birth control pills, ovarian cysts and pregnancy cause hormonal changes that can lead to acne

ZENO[®]

TYRELL, INC. COMPANY BACKGROUND

Established in Houston, Texas, in September 2002, Tyrell, Inc., is the leading pioneer in the exciting new category of home-based medical devices. The company was formed to develop and launch Zeno™, a product set to revolutionize over-the-counter treatment of acne pimples. Utilizing proprietary ClearPoint™ technology, this electronic medical device applies sustained heat therapy to destroy the bacteria that causes common acne, dramatically reducing the healing time of pimples.

Tyrell, Inc. was founded by Robert Conrad, a man surrounded by a family of doctors and nurses and a history rich in medical discovery. The creation of Tyrell, Inc. and the groundbreaking Zeno is a result of his sincere passion to provide a simple and effective solution for at-home acne treatment.

After he read an article on heat shock response, and after the unfortunate appearance of a large pimple before an important board meeting, Robert and his brother, Dr. Charles Conrad, applied for a patent and the Tyrell, Inc. team got to work designing a Zeno prototype in 2002. In only two weeks of initial lab research, the team discovered that the technology behind Zeno wiped out 90 percent of acne-causing bacteria in a single two-and-a-half-minute treatment.

Recognizing that they had created a breakthrough device, the company presented their product to the Houston Technology Center (HTC) in late 2003, an important first step in officially launching Zeno. Once accepted into the HTC, Tyrell, Inc. was introduced to the Houston Angel Network (HAN), a group of investors focused on funding the development of privately held companies.

The HAN relationship produced an introduction to Walter V. (Wally) Klemp, now president and CEO of Tyrell, Inc. Klemp, an established entrepreneur, has founded three companies, one of which became number one on the Inc. 500 list of America's Fastest-Growing Private Companies. Klemp was so impressed with Zeno that he signed on to provide valuable leadership in a variety of areas including capital funding, intellectual property protection and product development.

Tyrell, Inc.'s association with HTC also led to an introduction to the Space Alliance Technology Outreach Program (SATOP), a program administered by the Bay Area Houston Economic Partnership to help small businesses apply technical expertise derived from the U.S. space program. As a small business, Tyrell, Inc. was entitled to 40 hours of free NASA engineering expertise and advice through SATOP.

ZENO®

That resulted in the involvement of a thermal engineer from The Boeing Company who helped redesign the heating element at the tip of Zeno. The changes implemented with the help of the thermal engineer improved the efficiency and dramatically reduced the cost of the heating element, creating a more marketable price for Zeno.

Three short years later, Tyrell, Inc. launched Zeno through medical offices and medically-supervised spas and salons. Interest in Zeno quickly grew, and in Zeno's first year on the market, the product was honored with many awards including: *Allure* Magazine's 2005 "Best of Beauty Award," *Marie Claire* Magazine's "10 Best Gadgets for Girls," and *Popular Science* Magazine's 2005 "Best of What's New Awards."

As Zeno's popularity has grown, so has its availability. Today, Zeno is available through various retail outlets in the United States, Canada and Europe.

ZENO®

Walter V. (Wally) Klemp President and CEO

Wally Klemp has established a strong history of entrepreneurial achievement. Throughout his career, he has founded three companies and filed six U.S. patents. He now serves as president and CEO of Houston-based Tyrell, Inc. In his current role, Klemp is charged with developing the core growth strategies of the business.

From 2001 to 2002, Klemp was founder, CEO and chairman of Syntronyx Global Corporation, a company formed to consolidate several electronics manufacturing service providers in three different countries to create a \$300 million niche player.

Before founding Syntronyx, Klemp served as founder, CEO and chairman of Drypers Corporation, at the time the sixth largest manufacturer of disposable baby diapers in the world. He started the company with a college friend in his basement in the mid-1980s and eventually built Drypers into a \$400 million publicly traded company, with 2,400 employees and operations in seven countries. Drypers received the Gold Edison Award from the American Marketing Association for the most innovative children's product of 1997, and the company was ranked number one on the Inc. 500 list of America's fastest-growing private companies in 1993.

Before founding Drypers Corporation, Klemp was a CPA with Coopers & Lybrand (now PricewaterhouseCoopers). Klemp earned a B.A. from Lewis & Clark College, graduating with honors as the business school's "Outstanding Accounting Scholar." While a student, he was also recognized as Oregon's state champion orator.

Out of the office, Klemp and his wife, Laura, enjoy spending time with their daughter. Among his many talents, he is an avid skier and cyclist and enjoys fitness, boating and woodworking.

ZENO®

Robert (Rob) Conrad **Chief Operating Officer**

Robert Conrad has always had a sincere passion for medical research in combination with product development. Considering that his background includes a family of doctors and nurses with a history rich in medical discovery, it is no wonder that the creation of Tyrell, Inc. and the groundbreaking Zeno™ evolved from his efforts.

After he read an article on heat shock response, and after the unfortunate appearance of a large pimple before an important board meeting, Conrad began work in 1997 on the early stages of what became the first Zeno prototype. In late 2002, during lab testing conducted with the assistance of Dr. Charles Conrad, M.D. (Robert's brother, a highly acclaimed neuro-oncologist at M.D. Anderson Cancer Center in Houston, Texas and chief medical officer of Tyrell), in only two weeks of initial lab research, it was confirmed that the technology behind Zeno wiped out 90 percent of acne-causing bacteria in a single two-and-a-half-minute treatment. The result was the birth of Zeno, a revolutionary new home-based medical device for over-the-counter treatment of acne.

As the founder and chief operating officer for Tyrell, Inc., Conrad oversees all clinical research and product development, including FDA approval.

Before he founded Tyrell, Conrad's entrepreneurial positions included president, CEO, and owner of a company that provided biologic testing services. He also previously served as founder, owner, and vice president of operations of Iatro Research, Inc., a biotech company primarily focused on microbiology and genetic engineering. His professional experience includes previous executive-level management positions in the financial industries. He has also filed 15 U.S. patents.

Conrad earned a B.S. in economics from Texas A&M University. Out of the office, Conrad enjoys spending time with his wife and two children and competing in triathlons.

ZENO®

Lori Bisson **Chief Financial Officer**

Lori Bisson joined Tyrell, Inc. in 2005 as chief financial officer. In this role, Bisson provides financial leadership to the organization through accounting, risk management and financial analysis.

Bisson brings a wealth of experience in consumer products from her tenure with Drypers Corporation, a \$400 million international baby diaper manufacturing entity. While at Drypers, Bisson was responsible for the accounting, customer service, logistics and information technology functions for the North American business.

After leaving Drypers, Bisson joined Gulfstream Trading, a privately held \$1.5 billion oil trading company, as chief financial officer. While at Gulfstream Trading, she negotiated bank financing and completely re-engineered the controls, procedures and systems of the company. Toward the end of her role with Gulfstream, she managed the spin-off of a portion of the company, raising equity through independent parties and securing lines of credit to fund the new entity.

Bisson received her B.B.A. from Baylor University with a major in accounting and received her CPA license after completing the required two-year work experience at Arthur Andersen.

Out of the office, Bisson enjoys international travel, music, and volunteer work with her church and a local hospital.



Lee Stranathan
Vice President of Marketing

Lee Stranathan joined Tyrell, Inc. in 2004 as vice president of marketing. In this role, Stranathan has a hand in everything from product and package development for the company's production line, to pricing, promotion, advertising and sales efforts.

Throughout his career, Stranathan has developed a great breadth of experience in product and brand development, product distribution across multiple channels, and international business – all skills that translate well into his current position.

Lee's legacy of sales and marketing of consumer goods began at Anderson Clayton Foods, where he served as director of sales and marketing for 11 years. Stranathan then joined Zatarain's as vice president of sales and marketing, where he led the expansion of one of New Orleans' leading food brands into distribution throughout the southeastern United States.

Immediately before joining Tyrell, Stranathan was senior vice president of marketing at Igloo Products Corporation. During his tenure at Igloo, he was instrumental in developing the brand into international category leadership and expanding the product line into multiple new business segments.

Stranathan earned his B.B.A. from the University of Oklahoma. In addition to launching the latest device to revolutionize the treatment of acne, Stranathan is very active in his community. He is a board member and treasurer of the Deerfield Village Community Association, membership committee chairman of Pine Forest Country Club and a past board member of The Park People in Houston. He enjoys golf and spending time with his wife and son.