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Cryogenic Treatment Service Provider to Offer Brake Parts In-House

Worcester, MA – March 25, 2009 – The Cryogenic Institute of New England, Inc. is pleased to announce the capability to provide brake rotors and pads for cryogenic treatment at our facility. This latest development is a result of the company's commitment to meet the needs of auto and racing enthusiasts. The company currently provides its Nitrofreeze® cryogenic treatment service for brake rotors and pads as well as many other motorsports applications.

"We believe that adding this capability of providing our customers with brake parts will further save them money", stated Ryan M. Taylor, Product Marketing Specialist at the Cryogenic Institute of New England, Inc. In recent times with more expensive fuel prices, shipping costs have grown exponentially. Sheering off one leg of shipment can create a significant cost-savings that can be realized by consumers, especially when a brake rotor weighs over 15 pounds. "This capability allows us to purchase brake rotors and pads at a significant discount, which we are able to then pass on to our customers", added Taylor.

The capability to purchase brake rotors and pads on behalf of our customers allows us to pass on deep discounts. Through several local vendors we are able to source OEM and aftermarket brake parts for our customers. Brands available include AC Delco, Brembo, Raybestos, Zimmerman, Pagid, ATE and many others. Purchasing brake rotors and pads for cryogenic treatment directly through our company will be less expensive than having a customer source them and then ship them. Additionally, customers choose the type of brake rotors they want, whether they are original, cross-drilled or slotted.

In practice, brake parts will be purchased and delivered to the company's cryogenic treatment lab in Worcester, Massachusetts, where they are subject to the Nitrofreeze® cryogenic treatment service. After cryo treatment, the brake rotors and pads are returned to the auto or racing enthusiast for final assembly. Purchasing these parts directly from the Cryogenic Institute of New England, Inc. saves on shipping, retail prices, and downtime.

Cryogenic treatment of brake rotors and pads offer many significant benefits. First, rotors will adopt a uniform grain structure which will improve thermal properties such as heat dissipation. This will allow the customers brakes to stop in shorter distances when hot. Second, residual stresses from the manufacturing process are removed. As a result, warping and cracking along the braking surface are drastically reduced. Finally, modifications within the microstructure improve toughness, part stability, and wear resistance. Rotors will last significantly longer than untreated rotors. "Our Nitrofreeze® cryogenic treatment service enables enthusiasts and everyday drivers to save money on labor costs and brake costs, while improving braking power and safety", Taylor stated.

For more information about cryogenic treatment of brake parts, please visit our cryogenic racing page at <http://www.nitrofreeze.com/racing.html>.

The Cryogenic Institute of New England, Inc., located at 90 Ellsworth St. Worcester, MA, is dedicated to the commercial application of cryogenic technologies to serve the needs of industry, government and scientists. The firm offers a full range of cryogenic services, including cryogenic treatment, heat & freeze thermal cycling, cryogenic deflashing & deburring services, shrink fitting services, and dry ice (CO2) blast cleaning. It also offers engineering services, cryogenic lab work in support of R & D, and custom equipment design for new and unique cryogenic applications. It is a corporate sustaining member of the Cryogenic Society of America. To learn more visit <http://www.nitrofreeze.com>.

The Cryogenic Institute of New England Inc. was founded by Robin Rhodes and he first documented the widespread use of cryogenic treatment in motor sports applications in a paper he presented at the 23rd Heat Treat Conference of the ASM Heat Treat Society, the world's preeminent technical body on thermal processing of metals. Both Rhodes and the company have been featured in numerous stories and technical articles about cryogenic treatment. Most recently, this has included being featured in the racing industry's leading technical journal, Race Engine Technology, for its Nitrofreeze® cryogenic treatment service.

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