

News Release

FOR IMMEDIATE RELEASE

Celsia Technologies Appoints Joseph Formichelli As New Chief Executive Officer

*Industry Veteran Brings More Than 30 Years of Experience,
Including Roles at IBM, Toshiba and Gateway*

MIAMI, August 20, 2007 – Celsia Technologies (OTCBB: CSAT) today named Joseph Formichelli as the new CEO of the company, effective today. Formichelli was appointed by Celsia's board of directors.

“Joseph brings to Celsia a proven history of focusing and executing on strategic and tactical programs while improving shareholder value. His leadership skills and extensive industry background will be a great asset to the company,” said George Meyer vice president, Americas and Europe, Celsia Technologies. “As CEO, Joseph will strengthen Celsia Technologies' position in the electronics cooling market and help guide the company to the next level.”

Greg Osborn, managing director at Middlebury Securities and Celsia board member, added, “Joe's business acumen combined with his industry savvy and operational background make him an excellent fit for the Celsia CEO position. I look forward to Joe leveraging his more than 30 years of technology management and product globalization to drive the commercialization of Celsia's products.”

During his career, Formichelli has held senior executive positions in manufacturing, quality assurance, engineering, logistics, supply chain and product management. At IBM, he served as vice president of operations for the IBM PC company and as vice president and general manager responsible for the highly successful ThinkPad line of notebook computers.

Most recently, he served as the executive vice president and general manager of Toshiba's computer systems group, where he oversaw the U.S., Latin America and South America business. During this period, Formichelli successfully converted Toshiba's computer business from a technology-driven indirect sales organization to one of e-business, customer relations management and direct sales, while revamping its manufacturing operations.

“Cooling is one of the single most critical factors in current and emerging electronic designs. Celsia is meeting the challenge with its innovative NanoSpreader™ microfluidic cooling technology, and I look forward to leading the company to further success,” said Formichelli.

Formichelli replaces Hakan Wretsell as CEO. Celsia Technologies' board also appointed Jorge Fernandez, corporate controller as acting CFO, replacing Michael Karpheden, who has resigned to pursue a career with Business Growth Consultants Inc.

About Celsia Technologies

Celsia Technologies is a full solution provider and licensor of thermal management products and technology for the PC, consumer electronics, lighting and display industries. The company is a leader in developing and commercializing next-generation cooling solutions built on patented micro thermofluidic technology. Celsia Technologies' extensive intellectual property portfolio includes patents registered in Korea, the U.S., Japan and Taiwan, with patents pending in the EU, Russia, India and China. For more information visit: www.celsiatechnologies.com.

#

Samantha Singh
The Hoffman Agency
408-975-3087-work
650-722-0294-cell
ssingh@hoffman.com