

**SEMA Global Media Award recognizes
Cool Cap Heat Blocking Car Cover® by Reflectionite®**

(Lighthouse Point, Florida -- November 10, 2009) *The Cool Cap Heat Blocking Car Cover®*, a reflective car cover made from *Reflectionite®* fabric, has received the prestigious SEMA Global Media Award at the 2009 SEMA Show in Las Vegas, NV. An international panel of editors and journalists reviewed over 2,000 new products and only ten of the best are recognized with the award.

Receiving the award at the ceremony were Jimmy “Cool Cap” Wood (the *Cool Cap®* inventor and company co-founder) and brother Burke Wood (*Reflectionite®* CEO).

The *Cool Cap®* works by covering the roof and windows of a vehicle – stopping the heat from getting into the car’s interior. In their testing, the Woods have recorded temperatures as high as 210°F on the dashboards of vehicles on 90°F and hotter days. In the same conditions, cars covered with the *Cool Cap®* remain over 90°F cooler.

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For press resources, images, and additional information about the Cool Cap® visit:
www.reflectionite.com/press

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