



Amerigon to Present at Roth Capital Partners New York Growth Stock Conference

September 8, 2004

DEARBORN, Mich.--(BUSINESS WIRE)--Sept. 8, 2004--Amerigon (Nasdaq:ARGN - News) announced today that it is scheduled to make an investor presentation at the Roth Capital Partners New York Growth Stock Conference at 1:30 p.m. (Eastern) on Monday, September 13, 2004. The conference runs from September 13-15, 2004 at the St. Regis Hotel in New York, NY. A live webcast of the Company's presentation at the Conference will be available via a link provided at <http://www.wsw.com/webcast/roth4/argn/> and on the Company's website at www.amerigon.com. An archive of the presentation will begin shortly after the presentation time and will be available for 90 days.

About the Roth Capital Partners New York Growth Stock Conference

This annual event is the largest in the nation for emerging growth companies. It provides a concentrated forum where Institutional Investors can meet the executives of growth companies hand picked by Roth Capital's research team. The conference will highlight approximately 225 companies from industry groups including Health Care/Life Sciences; Consumer Products; Defense & Industrial Technologies; Digital Media, IT & Entertainment; Broadband & Fiber Optics; Gaming; and Business and Banking/Financial Services. This year, as a result of numerous client requests, Roth has extended the conference to three working days, including a Discovery Day, which will be hosted by RedChip Resources, LLC. For more information about the conference visit: <http://www.rothcp.com/Conf%20NY%20Web%20Site/Roth.htm?content=home>.

About Amerigon

Amerigon designs, develops and markets its proprietary Climate Control Seat(TM) (CCS(TM)) products for sale to automotive and truck original equipment manufacturers (OEMs). CCS enhances individual driver and passenger comfort in virtually all climatic conditions by providing cooling and heating to seat occupants, as desired, through an active thermoelectric-based temperature management system. Amerigon's subsidiary, BSST, is engaged in developing thermoelectric devices (TED) with more efficiency than currently available devices and has development contracts with several partners to expand the market for TED-based automotive and non-automotive products. Amerigon maintains sales and technical support centers in Los Angeles, Detroit, Japan, Germany and England.