Amerigon Climate Control Seat(TM) (CCS(TM)) System Featured on Distinctive Models of Redesigned 2009 Ford F-150 Truck

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CCS Will Be Standard Feature on New Lariat Platinum, King Ranch Models, Option on Lariat Model

NORTHVILLE, Mich., May 28 /PRNewswire-FirstCall/ -- Amerigon Incorporated (Nasdaq: ARGN), a leader in developing products based on advanced thermoelectric (TE) technologies for a wide range of global markets and applications, announced today that its proprietary Climate Control Seat(TM) (CCS(TM)) system will be offered on three of the distinctive, high-end models of the 2009 Ford F-150 truck, including the new Lariat Platinum, the Lariat and the King Ranch models. CCS will be a standard feature on the F-150's Lariat Platinum and King Ranch models and offered as an option on the Lariat.

The Ford F-150, traditionally America's best-selling and most popular vehicle, has redesigned the 2009 models inside and out, particularly the higher-end models that include CCS. The Lariat Platinum is completely new and designed to be the most luxurious F-150 ever built. It features a satin chrome grille and standard 20-inch, 16-inch spoke polished aluminum wheels and, inside, the CCS system is built into the 10-way captain's chairs upholstered with top-quality leather, tuxedo stitching and embroidered logos on the seatbacks.

The King Ranch, named after a sprawling Texas ranch, and Lariat models feature a list of upgrades including a Western motif and saddle-grade leather seats in some models. While the CCS system is offered as a standard feature on the King Ranch, CCS is being offered with an extensive option package in the 2009 Lariat model.

"Being a part of the Ford F-150 truck line is a significant milestone for Amerigon," said Amerigon President and Chief Executive Officer Daniel R. Coker. "As America's best selling vehicle, the F-150 may be the best known brand in the world when it comes to trucks. It is certainly one of the most respected truck lines ever produced. Furthermore, to have CCS be a standard feature on the Lariat Platinum, designed to be Ford's most luxurious truck, and King Ranch models and a featured option on the Lariat model, speaks to the respect our seat system has earned in the automotive industry. We are without question very proud to be a part of the new designs for Ford's best, most distinctive trucks."

About CCS

The CCS system, which is built around Amerigon's highly-efficient, solid-state thermoelectric device, is completely independent of the automobile's heating and air conditioning system and does not reduce power available to the engine. It also emits no CFCs or other gases and is completely friendly to the environment.

Air is forced through the heat pump in the CCS system and thermally conditioned in response to electronic switch input from the seat occupant. The conditioned air circulates by a specially designed fan through ducts in the seat cushion and seat back, so that the surface can be heated or cooled. Each seat has individual electronic controls to adjust the level of heating or cooling. CCS substantially improves comfort compared with conventional air conditioners by focusing the cooling directly on the passenger through the seat, rather than waiting until ambient air cools the seat surface behind the passenger.

Amerigon is the largest supplier of TE systems for cars, with more than 3.8 million thermoelectric-based seat systems sold.

About Amerigon

Amerigon (Nasdaq: ARGN) develops products based on its advanced, proprietary, efficient thermoelectric (TE) technologies for a wide range of global markets and heating and cooling applications. The Company's current principal product is its proprietary Climate Control Seat(TM) (CCS(TM)) system, a solid-state, TE-based system that permits drivers and passengers of vehicles to individually and actively control the heating and cooling of their respective seats to ensure maximum year-round comfort. CCS, which is the only system of its type on the market today, uses no CFCs or other environmentally sensitive coolants. Amerigon maintains sales and technical support centers in Southern California, Detroit, Japan, Germany and England.

Certain matters discussed in this release are forward-looking statements that involve risks and uncertainties, and actual results may be different. Important factors that could cause the Company's actual results to differ materially from its expectations in this release are risks that sales may not significantly increase, additional financing, if necessary, may not be available, new competitors may arise and adverse conditions in the automotive industry may negatively affect its results. The liquidity and trading price of its common stock may be negatively affected by these and other factors. Please also refer to Amerigon's Securities and Exchange Commission filings and reports, including, but not limited to, its Form 10-Q for the period ended March 31, 2008 and its Form 10-K for the year ended December 31, 2007.

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