

Competitive Technologies Selects RF|Binder as Public Relations Agency of Record

Agency to Promote Innovative Calmare Pain Therapy Medical Device

New York, NY, November 5, 2009 - RF|Binder Partners today announced that it has been engaged by Competitive Technologies, Inc. (NYSE Amex: CTT) to help roll out and promote its Calmare Therapy Treatment,* a non-invasive pain management medical device for treating high-intensity oncologic and neuropathic pain, including pain resistant to morphine and other drugs. Calmare has U.S. FDA 510(k) clearance for commercial sale in the U.S. market. CTT is working to expand awareness of the brand and electromedical technology among medical professionals, hospitals and the general public. RF|Binder has strong experience among healthcare, pharmaceutical and technology clients.

“We chose RF|Binder because they exhibited a genuine interest and awareness in our space, and a strategic understanding of our business plan and objectives,” said John Nano, CTT’s Chairman, President, and CEO. “Our Calmare Therapy Treatment has full FDA clearance for marketing here in the U.S; is currently in use in Europe and has proven to be an effective alternative to harmful narcotic painkillers, with no adverse side effects. We look forward to working with RF|Binder to increase the exposure of Calmare and to promote the growth and success of the brand.”

Calmare has received U.S. FDA 510(k) clearance for U.S. sales and medical device CE certification from the European Union. The innovative technology provides pain control and relief using a unique, non-invasive biophysical process that has been clinically tested and proven with thousands of patients. Unlike drugs, continued treatments can help to steadily diminish the intensity of the pain. The Calmare Therapy Treatment is effective in a high percentage of cases for patients with acute and chronic pain. The product has recently been selected for use at the Paul Carbone Cancer Center at University of Wisconsin-Madison, the University of Miami Pain Management Center and the Massey Cancer Center at the Virginia Commonwealth University as well as at La Sapienza University of Rome.

“We’re pleased to be working with CTT and its breakthrough technology in pain management,” said Robert Ferris, Executive Managing Director at RF|Binder Partners. “Calmare brings CTT to the forefront in meeting the needs of patients in distress and improving palliative healthcare globally.”

RF|Binder will be leading an online and traditional media relations campaign to gain exposure for the innovative Calmare Therapy Treatment. For more information about the device, visit www.CalmareTT.com.

About RF|Binder Partners

A member of the Ruder Finn Group, RF|Binder leverages a 60-year heritage of public relations expertise and creative approaches to focus on the changing needs of Fortune 1000 companies, start-ups, non-profit organizations and governments. Headquartered in New York City, RF|Binder Partners operates offices in Boston, Chicago, Los Angeles and Washington, D.C. and maintains affiliate relationships with a global network of full service communications agencies. For more information, please visit www.RFBinder.com.

About Competitive Technologies, Inc.

Competitive Technologies, established in 1968, provides distribution, patent and technology transfer, sales and licensing services focused on the needs of its customers and matching those requirements with commercially viable product or technology solutions. CTT is a global leader in identifying, developing and commercializing innovative products and technologies in life, electronic, nano, and physical sciences developed by universities, companies and inventors. CTT maximizes the value of intellectual assets for the benefit of its customers, clients and shareholders. Visit CTT's website: www.competitivetech.net.

* Calmare Therapy Treatment - Pain Management Therapy Unit Model: MC-5A

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