

November 27, 2007

FOR IMMEDIATE RELEASE

NEW - the gift of home emergency preparedness
THE ICE-QUBE FOR ONE
EVERYTHING YOU NEED IN CASE OF EMERGENCY
Now for those on their own

Introducing - that great gift for those on their own; seniors, students and everyone in between - consider [The Ice-Qube For One](#), Everything You Need in Case of Emergency. The Ice-Qube For One includes dozens of premium products to prepare one person for any kind of emergency.

Each of the products included in the Ice-Qube For One was carefully considered for its ability to provide maximum support and relief for the one on their own. Premium products in every category exceed Homeland Security Guidelines for Home Emergency Preparedness. In the lighting category alone The Ice-Qube for One includes an omni directional lantern, bright spot mag flashlight, light stick and an emergency candle! Included are batteries for every product plus extra's, a quality radio with hand crank, tasty palatable food, water and other essential products to make survival and thriving possible. Rescue tools, hygiene supplies, a comprehensive first aid kit, products to stay warm or cool, a universal cell phone charger, even a camera to take photos for insurance purposes are just a sampling of the products in the Ice-Qube For One.

The Ice-Qube For One includes over 100 products for rescue, first aid, survival, hygiene and comfort, organized into a tidy 13" X 13" by 16 1/2" cube. The Ice-Qube For One features a retractable handle and wheels to make it easy to move to a dry spot in your home that you can reach in an emergency or in the event of an evacuation.

Self reliance in an emergency is a great comfort. The Ice-Qube is a gift that offers something priceless, peace of mind, for the giver and the receiver. The Ice-Qube For One sells for \$325 and is available only at ice-qube.com or by calling 516-650-7690.

Check out our website at ice-qube.com for more information including a complete listing of the products included in the Ice-Qube For One and a [PDF version of our brochure](#). Digital photos are available at ice-qube.com/media. We are happy to make an ice-qube available for press consideration.

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