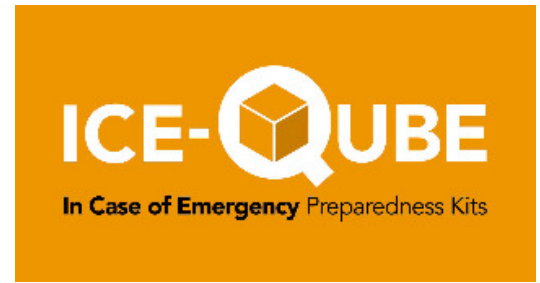


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For: Ice-Qube –Life Happens. Be Prepared.

FOR IMMEDIATE RELEASE

DO YOU KNOW WHAT TO DO IN CASE OF EMERGENCY?

-- Get the 411 for your 911 at www.ice-qube.com--

NEW YORK – Ninety one percent of Americans believe that being prepared for emergencies is very important or at least somewhat important, but only sixteen percent say they feel prepared in case of an emergency.

Events such as floods, blackouts, wild fires, hurricanes and tornadoes have made Americans realize that catastrophes can happen close to home but many people still aren't prepared. The first step to take to prepare you and your family in case of an emergency is to create an emergency plan.

Ice-Qube Emergency Preparedness Kits offer free ICE plans on their Web site. Creating an emergency plan in advance gives you time to assure that all your loved ones can reach each other if difficulties occur. At www.ice-qube.com, visitors can access emergency plans.

“Sadly when an emergency strikes we don't get a warning period to make a plan. We have to plan ahead to insure that everyone is prepared and knows what to do in case of emergency,” said Leslie Fastenberg, President of Ice-Qube. “Our plans are on our Web site for free because the best any of us can do is to be prepared.”

Every emergency plan includes contact information for family members, phone numbers for important contacts like doctors and out of town relatives, and a set place to meet either near your home or outside your community in case you cannot return home. It is also important to encourage family members to talk about what they would do in an emergency, decide on a plan of action and practice the life-saving steps each family member would take if a disaster strikes.

To access your ICE plan please visit www.ice-qube.com

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EDITOR'S NOTE: To speak with Leslie Fastenberg or get more information about ICE-Qube products, please contact Pamela Wadler or Nancy Trent at (212) 966-0024.