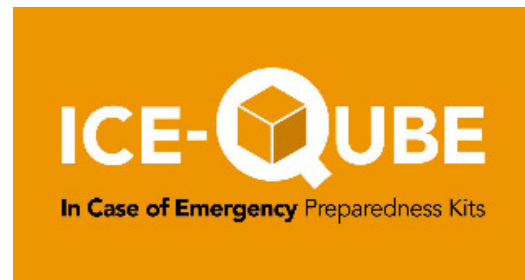


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For: ICE-Qube –Life Happens. Be Prepared.

FOR IMMEDIATE RELEASE

FROM IN CASE OF AN EMERGENCY TO JUST IN CASE –

ICE-QUBE HAS YOU COVERED

-- ICE-Qube launches new preparedness kits for retail --

NEW YORK - ICE –Qube, known for its modern collection of survival and emergency preparedness kits has recently launched six new products perfect for the unexpected curveballs life throws.

All six kits: ICE-Qube Rescue and Survival, ICE-Qube Starter Kit, ICE-Qube Baby, ICE-Qube Edibles and Perishables and ICE-Qube Dog and Cat are part of the new ICE-Qube Preparedness System, a unique, easy way to customize home emergency preparedness.

“The original ICE-Qube became so popular that we decided to expand the line to fulfill the growing demand,” said Leslie Fastenberg, President of ICE-Qube. “We have spent the last couple of months adding five new products to our line so that ICE-Qube Preparedness Solutions will be affordable to the average person and prepare them for all of life’s setbacks.”

New products include:

- **ICE-Qube Rescue & Survival** organizes a variety of top quality emergency supplies for effective home emergency preparedness, including first aid, hygiene and comfort products to make life easier when difficulties occur. \$276.00
- **ICE-Qube Starter Kit** provides a full set of personalized, essential emergency supplies for every family member. Lightweight and portable, Ice-Qube Starter is easy to store in a desk drawer or closet. \$19.99
- **ICE-Qube Edibles & Perishables** solves the problem of keeping food, water and dated products fresh. No need to replace the entire kit when some items expire. Just purchase a replenishment kit containing all of the items with an expiration date. Products can also be registered at www.ice-qube.com to request automatic replenishment or to sign up for a courtesy reminder to update the food, water and perishables. Starting at \$35.00

-more-

ICE-QUBE, TO JUST IN CASE 2-2-2

- **ICE-Qube Baby** addresses the special needs of newborns and infants by providing a collection of baby first-aid, hygiene and comfort products in one exclusive package. The comprehensive, lightweight kit is portable and offers protection and flexibility for use in any emergency situation, big or small. \$141.10
- **ICE-Qube Dog** and **ICE-Qube Cat** keeps everything you need to care for your pets in an emergency organized in one complete compact box. From a blanket and a toy to a first aid kit and proper nutrition, your pet will be as safe and comfortable as the rest of the family. \$65.30

ICE-Qube products are available at 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.