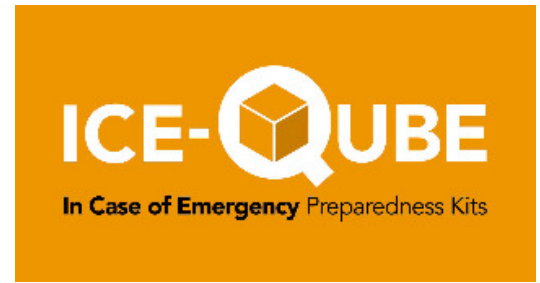


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For: ICE-Qube–Life Happens. Be Prepared.

FOR IMMEDIATE RELEASE

TIP SHEET: EASY WAYS TO BE PREPARED IN CASE OF EMERGENCY

- Sit down with your love ones and start developing a plan now. Everyone knows that emergency preparedness is something they should do, but many put it off until it is too late.
- Sign up for a free annual reminder at ice-qube.com. Make sure you review your plan, update numbers and check supplies to be sure nothing has expired, spoiled or changed.
- Water, lighting, radio and batteries are the basics. Beyond that, the quality of food and support products determines how comfortable everyone can be in an emergency. Studies have shown that when someone is comfortable, the time will pass quicker and anxiety levels will be reduced.
- You should always have a little cash set aside for emergencies if the electricity on the ATM does not work. An extra \$20 can go a long way in paying for gas or covering a meal. Make sure it is money that you will not use unless there is an emergency.
- Everyone must know how to text, circumstances have shown that when the phone lines are down, you can get a text through.
- Select an out of town contact and have an agreement amongst your family members about who that out of town contact is. Give everyone the number and put it in their cell phones. Fill out family ICE cards available in all ICE-Qubes and for free on at www.ice-qube.com and put them in everyone's backpacks, wallets or cars.
- Know how to contact all family members at all times. Think 24/7 and 365.
- Select two places to meet In Case of Emergency: a regional location near your home, such as a school or a place of worship for an emergency, such as fire, and a place outside of your neighborhood in case you cannot return home (a real possibility during the day when most adults are at work and children are at school).

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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.