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PRESS RELEASE
FOR IMMEDIATE RELEASE

**The Ice-Qube
In Case of Emergency
Makes New York Gift Show Debut
Booth 1003B**

New York, Jacob Javits Center - The Ice-Qube, In Case of Emergency will be exhibiting at the NY Gift Show February 2-6 for the first time in booth 1003B. Unlike most other products, the Ice-Qube, In Case of Emergency is in a category that defies traditional gift status, but is a product whose time has come.

Born in the basement of a Long Island soccer mom, The Ice-Qube In Case of Emergency is a unique approach to comprehensive emergency preparedness. A collection of top quality products in the categories of rescue, first aid, survival, hygiene and comfort come together to prepare for any kind of emergency. Every product included in the Ice-Qube, from the award winning Grundig Eton hand crank radio, bright Mag flashlights, the Turbo-Charger Cell Phone Charger to nut free food bars was carefully considered for its ability to provide maximum support and relief in an emergency.

While there are hundreds of back style emergency preparedness kits, the Ice-Qube ratchets up the ante with a new level of inclusiveness, price and efficiency. Preparation is the smart thing to do and we make it easy. Visit our website at Ice-Qube.com for more information including a complete listing of products included in the Ice-Qube, photos and a PDF version of our brochure. We are happy to make an Ice-Qube available for press consideration.

Stop by booth 1003B and see The Ice-Qube, In Case of Emergency. We look forward to greeting you in person.

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