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GIFT TRADE PRESS & NYIGF FRIENDS

ICE-QUBES RETURN TO NYIGF, NOW PRICED TO SELL

Old Westbury, NY June 24, 2008 - Within minutes of the last NYIGF it was clear that my wonderful product, the ultimate gift of love & concern, something everyone needs and most excitingly, the only emergency product exhibited at the New York International Gift Fair was not priced to sell at retail. At \$1,000 it was simply too expensive.

We have spent the last 5 months reconfiguring our line so that when the doors open this August 17th, Ice-Qube Preparedness Solutions will have 5 new products that meet all the criteria for a great gift item.

The first, a more economical version of our main product, the Ice-Qube Rescue & Survival was developed in conjunction with police and fire experts. The Ice-Qube Rescue & Survival product is lighter, less expensive, (now packed in corrugated environmentally friendly cardboard) and easy to customize with the new Ice-Qube Plus One component kit.

We will also be introducing our Ice-Qube for Babies, The Ice-Qube for Dogs and the Ice-Qube For Cats. All of these new Ice-Qubes will be formally introduced at a press gathering scheduled during the NYIGF.

Let this serve as a heads up. Please make it a point to come by our booth #1001, on the main floor right behind the registration booth. Let us be your first stop. I promise you will love our unique line of high end products to ease difficult circumstances and make real emergency preparation easy & organized. We are also looking for reps and distributors.

The time is right for a gift version of a product every federal, state and local agency endorses as critical. Our audience is everyone. Men love our product, so do women. Great for holiday, anniversary, birthday, graduation, seniors, housewarming and now a great baby gift and wonderful for the pet owner.

From a bump in the road to the unthinkable, we make emergency prep easy. Peace of mind included at no extra cost.

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We invite you to join us at the Ice-Qube Preparedness Solutions booth,
1001 on the main floor in the Javits Center
right behind the registration booths, to experience this collection.

New York International Gift Fair
August 17-21 10AM - 6PM

Ice-Qube
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