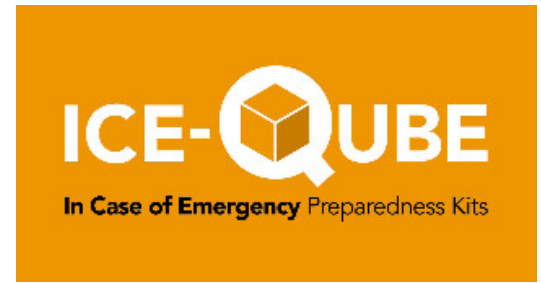


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**For:** Ice-Qube –Life Happens. Be Prepared.

**FOR IMMEDIATE RELEASE**

**A SMARTER WAY TO DEAL WITH THE UNEXPECTED**  
**- Ice-Qube aids smart, healthy living by donating proceeds from Ice-Qube products to BuildClean-**

**NEW YORK** – After a disaster or crisis, most people ask themselves two questions: “What now?” and “What could have I done differently?” Ice-Qube, in case of emergency preparedness kits, offering the modern solution to emergency preparedness, has teamed up with the non-profit BuildClean, an organization that helps build homes that are smart, healthy and green.

Ice-Qube is donating 10% of the proceeds from sales of all Ice-Qube products to the non-profit BuildClean. Together, they’ll raise awareness of the importance of being prepared as well as using the right materials to build a more efficient, greener home. Visitors to the Ice-Qube’s Web site, [www.ice-qube.com](http://www.ice-qube.com), can enter code “BUILDCLEAN” at checkout, and 10% of any purchase will be donated to the non-profit BuildClean.

“We are well aware of the need to be prepared. People visit our Web site after a disaster to look for a smarter way to rebuild. Horrific events happen everyday and no one can predict when something will hit close to home,” said Sara Speer Selber, President of BuildClean. “The partnership between Ice-Qube and BuildClean is a natural extension of our goals. We are so grateful, that Ice-Qube is so generously donating part of their profits to our cause.”

Ice-Qube offers a collection of comprehensive kits for emergency needs. All Ice-Qubes contain a variety of top quality products for rescue, survival, first aid, hygiene and comfort, including an emergency radio with built in cell phone charger/hand crank and solar panel, a mylar blanket, a first aid packet, collapsible shovel and fire extinguisher.

“Supporting BuildClean’s efforts through our Ice-Qube products will not only inform consumers about the importance of the material they use to build their homes, but will also educate consumers about the alternative material on the market,” said Leslie Fastenberg, President of Ice-Qube.

-more-

For more information or to get involved, please visit [www.buildclean.org](http://www.buildclean.org) and [www.ice-qube.com](http://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.**