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For Immediate Release

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Ice-Qube Preparedness Solutions
Marks National Preparedness Month
With 20% Off All Emergency Preparedness Kits

Urging Americans to get prepared
Ice-Qube Preparedness Solutions
offers discount through the end of 2008

September 19, 2008 Old Westbury, NY In celebration of National Preparedness Month Ice-Qube Preparedness Solutions is offering a 20% discount on all emergency preparedness products at www.ice-qube.com, through the end of the year. Ice-Qube Preparedness Solutions joins the federal government in encouraging families to help themselves by planning for and getting prepared during this important national campaign. The Ice-Qube Preparedness 3 step system; buy a kit, create a plan, be aware echoes the government plan to protect your family during unpredictable and troubled times.

“We are proud to support the national movement towards emergency preparedness and self reliance. A safer, better prepared community is the overarching goal of our company,” says Leslie Fastenberg, President, Ice-Qube Preparedness Solutions. “Any encouragement that inspires action, particularly from the federal government, is welcome.”

The Ice-Qube Preparedness System is a line of customizable emergency preparedness kits and supplies, designed with consideration for the special needs of individuals, families, babies and pets, organized in a signature “Qube” for easy storage and use. From the basic Ice-Qube Rescue and Survival kit to the premium Ice-Qube Luxe, every kit contains a collection of rescue, survival, first-aid, hygiene and comfort items to get you and your family through any emergency. Each Ice-Qube kit contains an ICE-Qube In Case of Emergency Plan to help you gather and organize important contact information, including out of town contacts and meeting locations. A free ICE-Qube In Case of Emergency Plan is also available at www.ice-qube.com/create-an-ICE-plan.

Ice-Qube Preparedness Solutions also encourages Americans to give the gift of emergency preparedness. Whether it be a loved one who needs help, friend, new mother, or pet lover, Ice-Qube has a kit designed for everyone. **Ice-Qube Baby** addresses the special needs of newborns and infants, for use from “a bump in the road” to a more serious difficulty. **Ice-Qube Dog** and **Ice-Qube Cat** prepares your pet for a variety of scenarios including

separation, evacuation or confinement. Giving someone “peace of mind” is the best gift of all.

All of the items in the Ice-Qube Preparedness System are available online at www.Ice-Qube.com. Discounted prices will be honored from September 19 to December 31, 2008. Find out more information about the products, download free ICE plans or sign up for the ICE-Qube Newsletter. Or, for more information, contact Leslie Fastenberg, Ice-Qube Preparedness Solutions President at Leslie@Ice-Qube.com or call 516-650-7690.

About Ice-Qube Preparedness Solutions

Ice-Qube Preparedness Solutions is a Long Island, New York company that offers premium, easy to customize, emergency and disaster preparedness solutions and systems for individuals, families, corporations and local municipalities. The Ice-Qube product line was developed by Leslie Fastenberg, a suburban "hockey mom" from Old Westbury, NY who, while researching emergency preparedness products for her own family was inspired to develop a more comprehensive, practical and efficient kit than what was available on the market. Tapping into the international recognition of the ICE (In Case of Emergency) campaign which involves entering an ICE contact into cell phones, and packing all the products in a signature "Qube", led to the unique company and product names.