



8/4/2011

ATTN: MEDIA

Welcome to **Adventure® Medical Kits' 2011 Summer Market OR Media Kit**. In the following pages check out news on AMK's latest first aid, survival gear, insect repellent, bite treatment, foot care and outdoor hygiene products designed for hikers, campers, adventure racers, anglers and other outdoor enthusiasts. **New** products for this year include:

The SOL Escape Bivvy – The era of compromise is over! Say hello to the world's first ever heat-reflective breathable emergency bivvy. More than five years in development, the Escape Bivvy's groundbreaking design lets condensation escape at the same time it keeps rain, snow and wind on the outside. The Bivvy's special material reflects back radiated body heat, so you can survive the unexpected night outdoors without waking up soaking wet. Survival has never been this comfortable!



- **The SOL Survival Medic** – With the SOL Medic, AMK has dramatically raised the quality level of the sub-\$20 survival kit category. The diminutive 4 oz Survival Medic comes with custom designed components for navigating, signaling, building fire and shelter, plus hospital quality medications and materials for cleaning and dressing wounds, treating allergic reactions and removing ticks and slivers – all for just \$15.
- **Adventure First Aid Family Kit** - Designed to keep the whole family safe, the Adventure First Aid Family Kit provides essential first aid supplies for grown-ups, along with instructions and contents specifically designed for taking care of kids in the outdoors. There's even a mini kit-within-a-kit that parents can stash in a stroller or bag, when space and weight are in short supply.
- **Medic Series** – Featuring new PVC-free lightweight, waterproof DryFlex™ pouches, AMK's pocket-size Medic Series kits contain hospital quality medications and materials for addressing specific injuries and ailments. The affordably priced Medic Series includes kits for treating dental emergencies (Dental Medic), cuts and scrapes (Pocket Medic) more serious wounds (Wound Medic).

Also contained on this disc is information on AMK's leading insect repellents (**DEET-based Ben's®**, **DEET-free Natrapel® 8 hour**), bite treatments (**AfterBite® Outdoor**, **AfterBite® Kids**, **AfterBite® Chigger & Ant**), marine and adventure travel kits (**Marine Series**, **Travel Series**), the #1 selling line of hemostatic bandages (**QuikClot®**) and foot care (**GlacierGel™** and **HealthiFeet®**) products. Press materials and hi-res artwork on AMK lines not represented here can be obtained upon request: sashdown@tendercorp.com or from www.adventuremedicalkits.com.

Look forward to seeing you all at the show.

Best,

Simon Ashdown,

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***NO MORE COMPROMISE! AMK UNVEILS NEW 'BREATHABLE'
SOL ESCAPE BIVVY
First Emergency Reflective Shelter to Keep Outdoor Enthusiasts Warm and
Dry***

OAKLAND, CA (AUGUST 4, 2011) – Adventure® Medical Kits (AMK), the leading developer of survival gear and first aid products for outdoor enthusiasts, today unveiled the **SOL Escape Bivvy** – the first ever heat reflective, breathable emergency shelter – to buyers attending the 2011 Outdoor Retailer Summer Market in Salt Lake City, UT.

Marking a major innovation in survival shelter technology, the SOL Escape Bivvy solves the age-old design flaw that afflicts most bivvies – excess moisture build-up. Made from a vacuum metalized spunbonded olefin, the Escape Bivvy's groundbreaking design lets condensation escape at the same time it keeps rain, snow and wind on the outside. The special material also reflects back radiated body heat, so you can survive the unexpected night outdoors without waking up soaking wet.

Said AMK Chief Marketing Officer Frank Meyer, "Never before has a survival bivvy combined the features of life-saving body heat reflectivity, durability and breathability into one lightweight package. With the Escape Bivvy, we've truly cracked the code of survival shelters."

Weighing less than 10 oz., the puncture and water resistant Escape Bivvy features a hooded, drawstring opening that can be cinched tight for cold, wet weather conditions or fully opened and unzipped for warmer ultralight backpacking trips. Sporting a bright orange exterior, the Escape Bivvy will be easy to spot from a distance in rescue situations. Destined to become *the*

indispensable piece of survival equipment for all outdoor enthusiasts, The SOL Escape Bivvy (MSRP\$50) is slated for release in Q1 2012.



About the SOL Brand

Oakland, CA-based Adventure[®] Medical Kits, a division of Tender Corporation, is the world leader in developing innovative, high quality survival products marketed under the SOL brand. The premiere name in outdoor survival gear, the SOL brand is defined by products that are intuitively designed, include expertly written instructional materials, and high-performance multi-functional tools that can be trusted to deliver when it matters most. Today, the SOL brand encompasses key items from the most important survival categories including: essential survival tools, survival kits, signaling devices (mirrors and whistles), fire starters and emergency shelters (reflective blankets and bivvies). For more information on SOL products, visit www.surviveoutdoorslonger.com.



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AMK ADDS ADVENTURE FIRST AID FAMILY KIT TO AFA SERIES

OAKLAND, CA (AUG 4, 2011) – Aiming to serve a large market segment in family camping, Adventure® Medical Kits, the leading developer of first aid and survival products for outdoor enthusiasts, today introduced the **Adventure First Aid Family Kit** to buyers attending the 2011 Outdoor Retailer Summer Market in Salt Lake City, UT.

Designed to keep the whole family safe, the Adventure First Aid Family Kit provides essential first aid supplies for grown-ups along with instructions and contents specifically designed for taking care of kids in the outdoors.

The centerpiece of the Adventure First Aid Family Kit is the fully-updated new edition of *Caring for Children in the Outdoors*, a comprehensive guide to first-aid for children, covering critical information on child-specific safety issues, including medication doses for children, sprains, fractures, and wounds. The kit's wide range of first aid supplies for cleaning and dressing wounds and medications for treating pain and allergic reactions provides ample piece of mind for parents, while they're camping, hiking, cycling or traveling in the outdoors with their children. As an added bonus, the kit includes a handy kit-within-a-kit – the Family Medic – that can be pulled out and stashed in a pocket, stroller, or diaper bag, for day trips and afternoons in the park. The kit also comes with a tube of AfterBite® Kids, a baking soda- and aloe-based bite and sting treatment for children, which provides immediate and gentle relief from insect bites and stings.

“In the Adventure First Aid Family Kit families are getting a product that offers the quality that the Adventure Medical Kits brand is known for, plus specific

components and easy-to-follow instructional materials that will help them – regardless of their first aid knowledge -- to confidently address any illness or injury that they or their loved ones might encounter in the outdoors,” said AMK’s Chief Marketing Officer Frank Meyer.

The Family First Aid kit joins AMK’s Adventure First Aid (AFA) series, a line of first aid kits the company designed specifically for novice outdoor enthusiasts engaging in low-risk outdoor activities. MSRP\$30.00. Retail Release: Q1 2012



About Adventure® Medical Kits

Adventure® Medical Kits, a division of Tender Corporation, is the world leader in developing innovative first aid and outdoor survival products that help people enjoy safe outdoor adventures. Co-designed with top emergency, outdoor, marine and travel medicine experts, AMK’s activity-specific medical kits are specially designed to prevent and treat common injuries and ailments that occur during outdoor activities, including mountaineering, hunting, sailing, hiking or traveling.

Additionally, the company markets a wide range of survival products under the SOL brand, including emergency and thermal bivvies; survival blankets; survival kits and hybrid gear repair, first aid and survival packs. It is also the exclusive distributor in the outdoor and sporting goods channel of DEET and DEET-free bug repellants Ben’s® and Natrapel®, respectively; and the #1 selling insect bite treatment AfterBite® --The Itch Eraser®. More recently, AMK and its parent company Tender Corp. have established exclusive partnerships with Z-Medica® (maker of the hemostatic product QuikClot®) and Strategic Science Technologies, LLC (maker of the foot moisturizing cream HealthiFeet®), to distribute both companies’ products exclusively through food, drug, mass, sporting goods and outdoor specialty retail channels. Web:

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***NEW SOL SURVIVAL MEDIC OFFERS SURVIVAL & FIRST AID ESSENTIALS
IN LIGHTWEIGHT POCKET-SIZE PACKAGE***

OAKLAND, CA (AUG 4, 2011) -- Striking the optimal balance between portability and utility, Adventure® Medical Kits' **New SOL Survival Medic** provides outdoor enthusiasts with essential survival and first aid components in an affordable pocket-size, 4 oz. pouch.

Made of the tough, yet lightweight, Dryflex™ material, the waterproof, re-sealable and reusable Survival Medic pouch comes with key survival items for signaling, shelter, fire and navigation, plus indispensable medications for treating pain, heart attack symptoms and allergic reactions; antiseptic wipes and bandages for cleaning and dressing wounds; and hospital quality forceps for removing ticks and slivers. The survival tools contained in the Survival Medic include a pea-less 100 dB rescue whistle that can be heard up to a mile away for signaling; a heat reflective survival blanket for shelter; a Fire Lite fire starter with Tinder Quik for generating warmth; a button compass for navigating; and the ultimate improvisational tool -- a mini-roll of duct tape for repairing gear, reinforcing bandages, and just about everything else. Suitable for one person, the SOL Survival Medic also comes with illustrated instructions, which provide lifesaving survival and first aid information as well as tips on how to use the kit's various components.

"In developing the SOL Survival Medic, we've significantly elevated the quality level of the \$15 and under personal survival kit category," said AMK's Chief Marketing Officer, Frank Meyer. He continued, "Whereas competitors' survival kits sold at a similar price point offer only novelty quality tools, the SOL Medic, by contrast, contains carefully selected custom designed components that have been rigorously tested to perform in a survival context."

Given its highly affordable price point, the SOL Survival Medic is a natural fit for placement in retailers' high traffic areas, where customers typically make that last impulse buying decision.

"The SOL Survival Medic is a great entry level price point for the outdoor enthusiast who wants to be prepared to face any contingency in the outdoors, but not have to pay a premium price to do so," said Meyer. "Because you never know when a leisurely day hike might turn into the unexpected night out!"

MSRP \$15. Retail release: Q4 2011



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***ADVENTURE® MEDICAL KITS RETOOLS 'MEDIC' SERIES
POCKET-SIZE KITS OFFER FAST RELIEF FROM VARIETY OF INJURIES IN
THE OUTDOORS***

OAKLAND, CA (AUG 4, 2011) -- Adventure® Medical Kits (AMK), the leading developer of first aid and survival products for outdoor enthusiasts, today unveiled its revamped line of Medic Series kits to buyers attending the 2011 Outdoor Retailer Summer Market in Salt Lake City, UT.

The new look kits feature a lighter, more compact bag made from puncture-resistant PVC-free DryFlex™, which is waterproof, re-sealable, and reusable. The three kits in the series include injury- and ailment-specific components and instructional information to treat everything from dental emergencies, to cuts and scrapes, to more serious wounds.

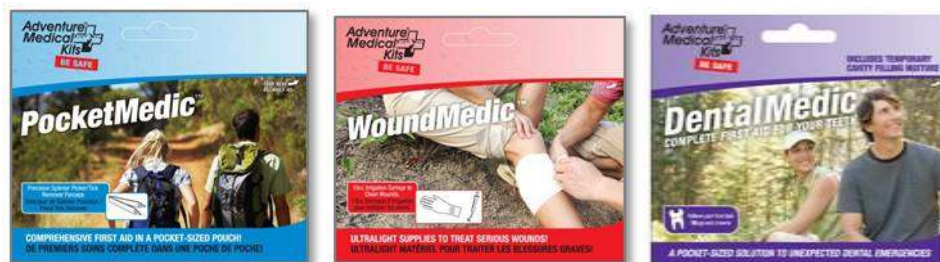
“Our new Medic kits are the ultimate „on-the-go’ first aid options for people looking for high quality first-aid solutions at a reasonable price,” said AMK’s Chief Marketing Officer, Frank Meyer. “The Kits’ eye-catching graphics and low price point,” he continued, “offer the ideal opportunity for specialty outdoor retailers looking to boost their incremental first aid sales through impulse sales and are ideal for off-shelf placement on clip-strips. I see this series expanding our distribution into smaller mom and pop stores that traditionally haven’t carried higher price point kits.”

Slated for a **January 2012** release, the New Medic Series Kits include:

The Pocket Medic – Ideal for treating minor injuries and illnesses, the Pocket Medic contains stainless steel forceps (for removing ticks and splinters), pre-cut and shaped Moleskin (for treating blisters and hotspots), antiseptic wipes and triple antibiotic ointment (for preventing and treating wound infections), bandages and gauze (for wound dressing) and ibuprofen (for treating pain). MSRP\$7.50

The Wound Medic – Formerly the Wound Closure Kit, the Wound Medic comes with essential tools for cleaning and closing wounds, including: Povidone iodine for disinfecting backcountry water and a 10 cc syringe for wound irrigation; antiseptic wipes and single use triple antibiotic ointment for cleaning wounds and preventing infection; and wound closure strips, gauze and bandages for dressing wounds. MSRP\$10.00

The Dental Medic – Nothing saps the joy from a great hike, camping trip or holiday abroad quite like a nagging toothache. When you don't have access to professional dental care, the Dental Medic is your next best option. The Dental Medic comes with cavity filling mixture to temporarily replace lost fillings and crowns, Anbesol/Orasol for easing tooth-related pain, and easy-to-follow instructions on how to use the kit's contents and other components for treating common dental ailments. MSRP\$15.00



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during outdoor activities, including mountaineering, hunting, sailing, hiking or traveling.

Additionally, the company markets a wide range of survival products under the SOL brand, including emergency and thermal bivvies; survival blankets; survival kits and hybrid gear repair, first aid and survival packs. It is also the exclusive distributor in the outdoor and sporting goods channel of DEET and DEET-free bug repellants Ben's® and Natrapel®, respectively; and the #1 selling insect bite treatment AfterBite® --The Itch Eraser®. More recently, AMK and its parent company Tender Corp. have established exclusive partnerships with Z-Medica® (maker of the hemostatic product QuikClot®) and Strategic Science Technologies, LLC (maker of the foot moisturizing cream HealthiFeet®) to distribute both companies' products exclusively through food, drug, mass, sporting goods and outdoor specialty retail channels. Web:

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SOL LAUNCHES FIRST EVER ESSENTIAL SURVIVAL TOOL

SOL Origin packs key life-saving survival tools into sturdy waterproof case

OAKLAND, CA (March 18, 2011) – Adventure® Medical kits, the leading developer of survival gear and first aid products for outdoor enthusiasts, today announced the release of the **SOL Origin** – the first ever **fully featured essential survival tool**.

Backed by the expertise and innovation of the SOL (Survive Outdoors Longer) brand, the Origin combines key high-end survival tools that lock into a sturdy injection molded ABS waterproof carrying case, roughly the size and thickness of a digital camera. Aptly named, the Origin marks the dawn of an entirely new product category within the survival gear aisle.

"Think of the Origin as the ultimate cross breed of the traditional ten essentials and a survival kit, all wrapped up in one lightweight, easy to carry, indestructible package," said AMK marketing director and co-founder, Frank Meyer.

"There are other rudimentary, multiple tool products on the market that include some survival items," Meyer added, "but Origin is the first one that is more than a trinket or gift item; it actually includes items that are useful, durable and offer multiple applications within a survival situation."

The SOL Origin (MSRP \$60.00) features 17 tools in total, including most notably the SOL knife -- a folding AUS-8 locking blade with easy-grip handle that comes with a built-in LED light and single-frequency, pea-less whistle that can be heard

up to a mile away. Also contained in the Origin is a button compass for navigating; a Rescue Flash Signal Mirror with retro-reflective aiming aid (for signaling); a SOL Fire Lite (which provides 5000 sparks) and tinder (windproof and waterproof SOL tinder) for fire starting. Other items that come in the watertight compartment include steel wire and nylon cord (for gear repair); fishing kit (for food gathering); heavy duty aluminum foil (for boiling water); and a waterproof manual containing over sixty survival tips and techniques written by survival expert Buck Tilton. The Origin's compartment also contains extra room to allow people to add additional survival gear of their choosing.

To buy all of the components found in Origin separately would cost upwards of \$90 or more, Meyer noted. "This tool offers tremendous value to consumers by including so many essential survival items in one package. There's truly never been anything quite like the Origin in the survival gear aisle."

Also rounding out the new SOL Essential Survival Tool line is the **Core Lite**. A 3-in-1 survival tool, the Core Lite includes a 3.5" folding knife (1.75" blade) made of high-grade AUS-8 steel, built-in emergency whistle and a LED micro-light. The 1.4 oz Core Lite (MSRP \$25.00) is the ideal lightweight survival tool option, when a pocket's worth of space is all you have.

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shelter (reflective blankets and bivvies). For more information on SOL products visit www.SurviveOutdoorsLonger.com

SOL ORIGIN (top). CORE LITE (bottom)





SOL ORIGIN SPECS – KEY TOOLS

The new SOL Origin contains the following custom-designed instruments:

1) Knife – This is no toy knife. Featuring a blade made of high-end AUS-8 Steel, the Origin Knife is not only strong but offers great edge retention. The blade features a hollow grind, which gives it a very sharp edge, making it ideal for precision cutting as well as skinning and shaving pieces of wood for kindling. The knife handle is made of ABS plastic with 30% glass fiber. It is both strong and light and features a cold crack rating of -30 F.

2) Light – This 10 Lumen LED Light is not only bright but long lasting. The dual battery provides 20 hours of run time. Light is positioned so beam shines along knife blade, to allow for greater visibility when performing tasks in low-light conditions.

3) Whistle – This single frequency rescue whistle is both loud (100 DBs) and pea-less, the latter an important feature because it means it won't freeze in cold temps. Can be heard from a mile away.

4) Fire Lite– This never-fail fire starter, featuring an easy-to-handle grip, offers 5000 sparks and can be operated using one hand.

5) Mirror – A mini signaling mirror with retro-reflective aiming guide. Can be operated using one arm, should your other arm be broken or incapacitated. Signal range is 20 miles.

6) Tinder (4 pieces) – Tinder is waterproof and burns for 2-3 minutes, giving you plenty of time to light a fire.

7) Compass – Compass is liquid damped and includes a lanyard ring, allowing you to keep it on your person at all times.

8) Stainless Steel Wire (10 ft)/Nylon Cord (10 ft) – Both items offer multiple gear repair and food gathering applications.

9) Fishing/Sewing Kit – Can be used to repair gear, close wounds, and catch fish.

10) Survival Instructions – Features valuable first aid and survival tips printed on durable, waterproof paper that can withstand the rigors of heavy weather -- oh, and can save your life to boot!

11) Aluminum Foil – Heavy duty aluminum foil for boiling water.

12) Waterproof Case – The sturdy SOL Origin case keeps all survival instruments completely dry – an indispensable product feature, should you be traveling through, or hunkered down, in wet conditions. Also, the case comes with a lanyard ring, allowing you to wear this essential survival tool around your neck or to attach it to a knapsack.

“Seriously, You Guys Saved Our Lives”

Read below climber Paul Warman’s first-person account on how Adventure Medical Kits’ Heatsheets Emergency Bivvy helped save his life and that of a friend, after the two had become stranded near the summit of British Columbia’s Bugaboo Spire.

Hello,

I would like to take a moment to give a heartfelt thanks to you guys. If it wasn’t for your [HeatSheets Emergency Bivvy](#), we would not be here today.



Click image to view video of climber Paul Warman's rescue near summit of Bugaboo Spire.

Long story short, in August 2008, myself and a friend were trapped on the top of [Bugaboo Spire](#) in a bad storm awaiting rescue for 56 hours. When pulled, we were hypothermic, out of food, water and hope. The silver emergency blanket we had taken along was shredded by the wind and we were forced to spend the final 20 hours on a super narrow ledge with your Heatsheets blanket “bag,” which we sliced to cover us both. It was probably about the most intense field test one could subject a product to — high altitude, UV, snow and rain, windy as hell, etc. I still have the tattered remains of the bag. It did the job where the others had failed miserably the first night. This thing kept going – providing a 20 degree increase in temperature, I’m guessing — and was enough to keep us alive.

As a climber who tends to be a bit on the cheap side, I had seen your bivvies at **Mountain Equipment Co-op** before the climb and thought that they were too expensive. I opted instead to buy a cheapo silver one – BIG MISTAKE. Following my experience on Bugaboo Spire, I don’t even let friends go out without your Heatsheets Bivvy on trips. If they complain about the price, I calmly pose the question, “How much is your life worth?” and then slap a new one in their hands. Because there is no doubt that the durability of the silver ones just doesn’t hold up.

In fact, I still have both blankets from the trip (or what’s left of them) and the silver ones look like a shredded sheet of clear polyester. Yours, although no longer really usable (crampon spikes don’t like anything soft), would still work in a bind. The bright orange coating helped greatly in

enabling the helicopters to locate us when the whiteout cleared for a few quick seconds, allowing for a quick extrication off of the mountain. By “quick,” I mean there was only a four-minute window for the next bunch of days, which means if we hadn’t gotten off the ledge when we did we would not be here today.

My message to you fine folks is of genuine heartfelt thanks. Your Emergency Bivvy Works! Others just fail in comparison.

Sincerely,

Paul Warman,

Cochrane, Alberta

Surviving a January Night in Point Reyes Using My Pocket Survival Pak

Dear AMK,

I am happy to report that your [survival kit](#) helped me to survive an unplanned night in Point Reyes this past January. A friend and I went hiking around Abbott’s Lagoon. At the end of the trail, we walked along the beach. It was an overcast, cold day and we didn’t realize how late it was and so it was almost sunset when we headed back towards the trail. It seemed simple enough to follow the beach along until we saw the trail that went around the lagoon. But we got completely disoriented and were not sure where to pick up the trail. We tried to follow close to the lagoon to pick up the trail but this didn’t work (In the morning we realized that had walked to a much further end of the lagoon.) We were lost. And it was already cold.



Before we left for the hike, I returned to my car to get my hat. When I went back I noticed my Survival Kit, which I usually leave in the car. I bought it after I read about the Kim family who had been trapped in the wilderness, in their car, which scared the heck out of me. I took the kit along with me as an after thought. Afterall, it was only a 4 mile hike and it was on a well marked trail in Point Reyes. I rarely bring the survival gear with me for such a short adventure.

Well, we spend thirteen hours there in the darkness as it was January. It got down to the low 20s. We were right near the ocean so we didn't have a lot of coverage. Luckily we found a little area that was mostly protected from the harsh wind that was blowing. It took us a long time but we were able to build a fire with your kit and keep it going all that time. It's amazing how much wood it takes to keep a fire going that long.



The sky was cloudy and at one point it started to drizzle. But that only lasted a little bit. Very early in the morning, the clouds passed and we could see the star filled sky. I've never felt such relief! In the morning, we were able to find our way back to the trail. We weren't that far from it, but who knows what would have happened if we had kept wandering around the night before.



Bringing the kit was a last minute decision. I don't know what instinct made me do that or what angel was looking out for me, but I am so thankful that I took it. I know that hypothermia in windy, cold weather can set in quickly. And there is no more vulnerable feeling than being disoriented in the wilderness at night. I am thankful that we were able to stay put for the long night and set out in the morning. The tools in your kit helped save our lives. So thank you.

Also, it says that if we use this kit, we're eligible for a replacement. We used most of the tinder, pencil, duct tape. I'd love to get a replacement!

Thanks for the life-saving kit!

Sincerely,
Tara, Oakland Ca.

Thermo-Lite Bivvy Helped Save Eagle Scout From The Elements, But Not From NH Government

It's always gratifying whenever we hear that an **Adventure Medical Kits'** product has helped someone out of a major jam. Such was the case last April, when we received a call from Mike Mason, who informed us that, thanks in part to AMK's [Thermo-Lite 2 Bivvy](#), his son Scott was able to survive three chilly nights in New Hampshire's White Mountains.

The younger Mason had been solo hiking near Mount Clay when he hurt his ankle, tried to take a shortcut through a river pass and got lost. Rapidly melting snow had swollen the river, making it impossible to cross and Mason was subsequently forced to hunker down for the next three days, before being found by rescuers.



Mason after 3-day ordeal in White Mountains

What's not so gratifying, certainly for the Mason household, was when the N.H. government slapped Scott with a bill for \$25,734.65 to cover the cost of a three-day search and rescue mission it had initiated after he was reported missing. Even though Mason, an Eagle Scout, showed tremendous survival savvy — at night he slept in the crevice of a boulder for shelter and used an alcohol-based hand sanitizer to start fires — the N.H. government determined that he was negligent because he veered off of a marked path and did not adequately anticipate the problems that melting snow would pose in finding a route back down the mountain.

Mason has since hired a lawyer to negotiate a settlement. One of Mason's scoutmasters also started a **Facebook** page — [“Rescue Scott Mason – Again”](#) — to help raise money to offset the hefty fine and the family's legal costs, which according to a recent wall post now total \$5,000.

Currently, New Hampshire is one of eight states with laws on the books that allow it to recoup the costs of search and rescue missions. However, lately New Hampshire is the only state that has attempted to bill people. Last year, it strengthened the law, allowing it to suspend the hiking, fishing and driver's licenses of individuals who refuse to pay.

In a recent [AP article](#), New Hampshire State officials argued that the threat of a fine should encourage outdoor enthusiasts to be better prepared before they head out on the trail. Not all in search and rescue (SAR) services, however, are convinced of the benefits of this policy.

Dr. Chris Van Tilburg, editor of *Wilderness Medicine* magazine and a member of Crag Rats Mountain Rescue, located in Hood River, OR, says the law is highly problematic.

“If hikers or climbers are concerned about the costs they may face, they may put off calling for help, which can hinder their chances for survival,” says Van Tilburg, who was part of the team that attempted to rescue three climbers who became stranded on Mt. Hood, in 2006.

“We don't charge people requiring law enforcement or fire department services, so charging for SAR services seems unfair,” he added.

What do you think? Should outdoor enthusiasts who aren't prepared be charged for search and rescue missions? Should Scott Mason have been fined?



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**ADVENTURE® MEDICAL KITS NOW OFFERS ESSENTIAL SURVIVAL GEAR
IN A 3.9-OUNCE KIT**

***Pocket Survival Pak™ is Palm-sized and Thinner than a Wallet,
for Easy Carrying on Day Outings and Longer Trips***

OAKLAND, Calif. (SUMMER 2010) – Adventure Medical Kits, the leading developer of first aid kits for outdoor and travel adventures, now offers the Pocket Survival Pak™, a 3.9-ounce kit that contains essential tools for survival. The high-quality contents of the kit were thoughtfully selected to cover most survival situations, whether the user is within earshot of help (rescue whistle), stranded for days in the wilderness (fishing gear and fire starter), or incapacitated on a mountain or in the desert (signal mirror). Designed for outdoor enthusiasts and sportsmen, as well as less experienced users, the waterproof, resealable kit is palm-sized and thinner than a wallet.

“No one expects to be the subject of a news story about someone getting lost or injured in the woods or caught in a terrible storm, but it can happen to experienced outdoorsmen as well as casual hikers,” said Doug Ritter, noted survival authority and co-developer of the Pocket Survival Pak™. “The Pocket Survival Pak should be an automatic part of everyone’s gear, like a water bottle or sunscreen. It really could save your life.”

The Pocket Survival Pak™ contains detailed, waterproof instructions including setting a survival plan of action, building shelter, starting fires, and obtaining water and food. Included in the Pocket Survival Pak™ are: a Rescue Flash™ signal mirror with a military-grade aiming aid; Rescue Howler™ triple frequency whistle; Spark-Lite™ fire starter, good for 1000 sparks; Tinder Quik™ waterproof fire-starting material; and a 20mm survival compass.

This compact (4" x 5" x 0.652"), but comprehensive, survival kit also includes: duct tape, hand lens, utility wire, fishhooks, heavy duty nylon thread, scalpel blade, heavy-duty sewing needle, and many other essential survival tools. The suggested retail price of the Pocket Survival Pak™ is \$33.00.

“The small size, light weight and comprehensiveness of the Pocket Survival Pak means that everyone can easily carry essential survival gear, whether walking the dog, hunting, backpacking or snowshoeing,” said Frank Meyer, co-founder and marketing director of Adventure Medical Kits. “You’ll have tools to help you survive, all together in one small package.”

Artwork available upon request: sashdown@tendercorp.com
Full contents list available at www.adventuremedicalkits.com

About Adventure® Medical Kits

Adventure® Medical Kits, a division of Tender Corporation, is the world leader in developing innovative first aid and outdoor survival products that help people enjoy safe outdoor adventures. Co-designed with top emergency, outdoor, marine and travel medicine experts, AMK's activity-specific products are specially designed to prevent and treat common injuries and ailments that occur during outdoor activities, including mountaineering, hunting, sailing, hiking or traveling. Many of the kits follow AMK's unique Easy Care™ system, which organizes hospital quality supplies into injury specific compartments, allowing the novice or pro to quickly and confidently administer first aid.

Additionally, the company markets a wide range of survival products, including its top-selling Thermo-Lite® Bivvy Sack and Pocket Survival Pak™, and bug repellants and bite treatments, such as Ben's® insect repellent and the world-famous AfterBite®. More recently, the company has expanded into the hygiene category, with the release of the Adventure® Hand Sanitizer and exclusive distribution into the outdoor retail channel of Fresh Bath™ Wipes, both of which help reduce the likelihood people will contract an illness while out in the field.

For more information, visit www.adventuremedicalkits.com



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**ADVENTURE® MEDICAL KITS & DOUG RITTER TAKE PERSONAL SURVIVAL TO
NEW LEVEL WITH POCKET SURVIVAL PAK® PLUS**

***Follow up to Pocket Survival Pak® features new custom-designed
CRKT Knife and E-GEAR PICO Lite LED Flashlight***

OAKLAND, Calif. (January 18, 2011) – Adventure® Medical Kits, the leading developer of first aid and survival gear for outdoor enthusiasts, today showcased the NEW Pocket Survival Pak® PLUS to buyers attending SHOT Show, the annual tradeshow for the shooting, hunting and firearms industry.

The second iteration in the hugely successful Pocket Survival Pak® line, the Pocket Survival Pak® PLUS takes personal survival up a notch. Designed with survival expert Doug Ritter, who also designed the first PSP, the PLUS kit features many of the same high-quality components that were carefully selected for the original, in addition to new custom designed tools that give users the best shot at surviving a variety of situations in the outdoors.

Along with high quality components for signaling (signaling mirror, triple frequency whistle) and navigating (liquid-damped compass with lanyard ring), the new PSP PLUS also contains additional components for food gathering and gear repair (knife), working at night (flashlight) and collecting and purifying water (collapsible water bag, water purification tablets).

“The original Pocket Survival Pak remains the best survival kit at its price point of under \$35, which was our goal,” says survival authority and Equipped To Survive founder, Doug Ritter.



He continued, “However, with the PLUS version AMK and I sought to answer the question, ‘what kind of pocket-sized kit could we build that would greatly enhance the serious outdoor enthusiast’s ability to survive, if price weren’t as much of a factor?’ This kit is the result.”

For the new items in the PSP PLUS, AMK and Ritter worked with a who’s who of survival and outdoor gear companies, including Columbia River Knife & Tool (RSK Mk5™ fixed blade knife designed by Ritter); Essential Gear (eGear PICO™ Lite LED flashlight also designed by Ritter); Katadyn (Micropur MP1 chlorine dioxide tablets) and Nasco (lab-quality 1 liter collapsible Whirl-Pak® water bag).

“The PSP PLUS is designed for the serious hunter, hiker or backpacker who recognizes the full spectrum of dangers and contingencies that the outdoors poses and wants to be prepared to face them head on,” says AMK marketing director Frank Meyer.

Every year, 50,000 search and rescue missions are conducted in the United States, according to the National Association of Search and Rescue. Despite all the best precautions taken, anyone can find themselves in danger, says Ritter. “Weather changes and accidents happen, leaving even the most experienced outdoors enthusiast stranded and separated from their gear unless they are carrying it on their person. That’s where the PSP PLUS can make a difference – its lightweight, compact design makes it easy to carry in a pocket and its high quality components really could save your life.”

The 5.6 oz pocket-sized PSP PLUS comes housed in a Pacific Outdoor-produced RF welded water-resistant case that also includes a stash pocket on the back. Like all of AMK’s survival and medical kits, the PSP PLUS includes a “Register Your Kit” card, which when activated provides users with refill updates and notices on upcoming sales promotions. The PSP PLUS (MSRP\$80.00) is slated for a late August 2010 release. For detailed info on the Pocket Survival Pak® PLUS’s components, see “PSP PLUS Supply List” doc.

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Additionally, the company markets a wide range of survival products, including its top-selling Thermo-Lite® Bivvy Sack and Pocket Survival Pak™, and bug repellants and bite treatments, such as Ben's® insect repellent and the world-famous AfterBite®. More recently, the company has expanded into the hygiene category, with the release of the Adventure® Hand Sanitizer and exclusive distribution into the outdoor retail channel of Fresh Bath™ Wipes, both of which help reduce the likelihood people will contract an illness while out in the field.

Web: www.adventuremedicalkits.com

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PSP PLUS Supply List

NEW TO THE PSP PLUS:

CRKT RSK Mk5™ Knife – Doug Ritter designed the knife produced by Columbia River & Tool. Made of stainless cutlery steel, the knife is a compact, lightweight, but robust, fixed blade designed specifically to fit into a small survival kit tin or pouch. It offers multiple uses in the outdoors, including gathering food, building shelter and repairing gear.

Essential Gear eGEAR PICO™ Lite LED Flashlight – Doug Ritter designed this super bright micro-sized LED light specifically for reliable emergency use. It is ideal for navigating or working at night or in low-light conditions. It projects a powerful 10 lumen beam up to 30 feet from tough cylindrical 6061 anodized aluminum body– not plastic –weighing just two-tenths of an ounce. The knurled on/off bezel switch ensures it cannot be turned on inadvertently in storage and makes it easier for a user to grip if their hands are cold.

Katadyn Micropur MP1 Chlorine Dioxide Tablets (6) – Recognized as the industry standard in water purification.

Nasco Whirl-Pak® Water Bag -- A lab-quality, sterile, collapsible 1 liter water bag with roll-top closure that features custom-printed instructions and fill line.

Doug Ritter Enhanced Survival Instructions – Building on the waterproof kit-specific Illustrated Survival Instructions he wrote for the original PSP, Ritter expanded on multiple uses for the additional components in the PSP PLUS with additional detailed, easy to understand, practical information.

ADDITIONAL COMPONENTS:

Spark-Lite™ Firestarter - current U.S. military issue, waterproof, useable one-handed, over 1000 sparkings in tests

4 Spark-Lite™ Tinder-Quik™ - current U.S. military issue, waterproof, wax impregnated cotton tinder in zip-top plastic bag, each burns 2-3 minutes

Fox-40® Rescue Howler™ Survival Whistle - designed exclusively for this kit, triple frequency, exceeds U.S. Coast Guard and SOLAS specifications, bright

yellow with dual mode lanyard hole

Rescue Flash™ Signal Mirror, 2 x 3 inches (5 x 7.6 cm) Lexan™ polycarbonate with mil-spec style retro-reflective aiming aid for one-handed use, instructions on back, protective cover to prevent scratches while stored in the kit, lanyard hole.

20mm Survival Compass - liquid damped with groove to accept an improvised lanyard ring

Duct Tape - 26 inches x 2 inches (66 x 5 cm), rolled around plastic mandrel, repairs, first aid, the ultimate repair and improvisation component, uses limited only by your imagination

Stainless Steel Utility Wire - 6 ft. of .020 inch (1.83 m x 0.5 mm) mil-spec grade, stronger than brass, won't get brittle in frigid cold, multiple uses

Braided Nylon Cord - 10 ft. (3 m) 150+ lb. (68+ kg) test, won't unravel, shelter building, repairs and much more

#69 Black Nylon Thread - 50 ft. (15.2 m), 10.5 lb. (4.8 kg) test, repairs, fishing line, light duty lashing and much more

Fishing Kit - 4 x medium Fish Hooks, 2 x Split Shot and 1 x Snap Swivel, in a clear plastic vial with cap.

Heavy Duty Sewing Needle - will penetrate heavy materials, easy to grip, large eye for easy threading

4 Safety Pins - repairs, secure items to prevent loss and much more

Heavy Duty Aluminum Foil - 3 sq. ft. (0.9 sq. m), make container to boil water, reflect fire heat and much more

#2 Pencil and Waterproof Notepaper - 2 pieces 2.125 x 3.667 inches (5.4 x 9.3 cm), leave notes, memory aid, keep log

Fresnel Lens Magnifier - 2 x 3 inches (5 x 7.6 cm), in protective sleeve, read small type in survival instructions if glasses lost, start fire using sun



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SOL™ SCOUT PROVIDES ADDED INSURANCE TO OUTDOOR ADVENTURES

Waterproof Kit Packages Critical Survival Gear into Ultralight Dry Bag

Oakland, CA (WINTER 2011) -- With the **SOL™ (Survive Outdoors Longer) Scout** outdoor enthusiasts can be sure they won't be leaving their survival to chance. The **SOL™ Scout** (formerly the SOL Survival Pak) gathers the critical survival items necessary to survive in the outdoors and packages them in an ultralight, waterproof dry bag.

"Whether you encounter severe weather in the backcountry or are stranded in a car off the highway, having the right gear with you can mean the difference between making it home alive or not," says AMK's marketing director Frank Meyer.

Included in the one-person Scout are: a Mini Rescue Flash Signal Mirror and Slim Rescue Howler Whistle (for signaling); waterproof and windproof Survival Matches plus waterproof tinder (for building a fire); a Heatsheets® Survival blanket with bilingual survival and first aid instructions printed directly on the blanket (for shelter); AMK's new Survival Fishing Kit (to cast a line while you are waiting for that helicopter); duct tape (for all manner of gear repair) and a compass for determining the direction back to the trailhead or base camp.

"Ultimately, survival is the responsibility of every individual," added Meyer. "With the SOL Scout we are offering people the key survival tools they need -- the ability to create fire, build shelter and to signal -- all in a highly affordable lightweight package."

The SOL™ (Survive Outdoors Longer) Survival Pak weighs just 5.4 oz. and fits easily into a pocket or can be clipped on to a backpack.

For more info on the kit's components, see attached "SOL Specs" one-sheet.

MSRP \$26.00.

About the SOL™ Brand

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Web: www.adventuremedicalkits.com

Facebook: Adventure Medical Kits

Twitter: AdventureMed

Blog: adventuremedicalkits.com/blog



SOLTM SCOUT SPECS

The SOLTM (Survive Outdoors Longer) Scout Survival Pak includes the following custom made components:

Survival Matches – windproof and waterproof so it's easier to start a fire in adverse weather conditions.

Waterproof Tinder-QuikTM – waterproof tinder that burns for two to three minutes, giving you plenty of time to light a fire.

Mini Rescue FlashTM Signaling Mirror – unlike most mirrors the Rescue FlashTM features a retro-reflective aiming guide, allowing you to signal rescuers or emergency aircraft using one arm, in case the other one is injured.

Slim Rescue HowlerTM Whistle – pea-less so it won't crack in cold temperatures, this triple frequency whistle exceeds SOLTM A and U.S. Coast Guard Specifications.

SOLTM Survival Blanket – two-person blanket with first aid and survival instructions in French and English printed on the back. Excellent tool for shelter, the Survival Blanket's tough polyethylene material is vacuum-metalized to reflect back 90% of radiated body heat.

Survival Fishing & Sewing Kit – comes with hooks, lines, sinkers and swivels. Also contains safety pins and a sewing needle for clothing and gear repair.

Duct Tape – for gear repair, reinforcing shelter, fastening splints, and just about everything else.

Compass – liquid damped with groove to accept an improvised lanyard ring.

Other Key features:

SOLTM Scout Dry Bag – ultralight silnylon pak with roll down closure helps protect your survival gear from water. Can also be used as a container to hold water.



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SOL'S SURVIVAL BOTTLE, THE ONLY WATER BOTTLE THAT CAN SAVE YOUR LIFE – EVEN WHEN IT'S EMPTY!

(OAKLAND, CA – WINTER 2011) – A person can go three weeks without food, but only three days without water. Having access to water is an essential component of outdoor survival, which is why Adventure Medical Kits developed the **SOL™ Survival Bottle**.

The SOL™ Survival Bottle is a stainless steel 750 ml water bottle that does more than hold water – it just might save your life. Unlike most water bottle manufacturers, which emblazon the exterior of a bottle with a logo or design, AMK used this otherwise ignored real estate to offer valuable information on everything related to water and hydration.

Printed on the outside of the SOL™ Survival bottle are a multitude of tips and facts -- ranging from the useful ("How to find Water in the Desert"; "How to Purify Water") to the novel ("Number of years it takes for a plastic bottle to decompose"; "Number of plastic bottles thrown away each hour") -- which lend the SOL™ bottle an added level of utility.

Made of tough food-grade, 201 stainless steel, the BPA-free SOL™ bottle is far less susceptible to denting than aluminum bottles, which contain inner linings that can break and leach chemicals that contaminate water. Safe to boil water in, the SOL™ bottle comes with a silicone screw top and sturdy carabiner, which can be used to attach it to your backpack.

Along with oxygen and avoiding sustained exposure to extreme temperatures, access to clean water is the most important factor in determining survival in the outdoors.

"Staying hydrated is crucial for everyone, but especially for outdoor enthusiasts – hikers, cyclists, and climbers – who are expending tremendous amounts of energy and are more susceptible to becoming dehydrated," says AMK co-founder Frank Meyer.

If your trip takes a wrong turn and you happen to get lost or hurt far from help, the Survival Bottle – with its tips on finding and purifying water – could mean the difference between surviving until rescuers reach you," added Meyer.



The SOL stainless steel bottle features lifesaving tips on water and hydration

AMK's SOL™ Survival Bottle retails for MSRP\$19.00.

SOL™ TIPS ON EVERYTHING YOU WANTED TO KNOW ABOUT WATER & HYDRATION BUT WE'RE AFRAID TO ASK...

- **2.5.** The number in millions of plastic bottles thrown away each hour.
- **5.** The numbers in millions of people who die each year from water-related illnesses.
- **5.** The maximum numbers of days you can survive without water
- **700.** The number of years before a plastic bottle begins to decompose.
- **1.** The percentage of the world's water that is fresh.
- **70.** Percentage of the planet that is covered by water.



- **Don't eat snow.** Eating snow requires body energy to convert snow into water and can cause you to lose water by harming your digestive system. Melt snow using fire, then drink.
- **When dehydrated, never drink –** sea water, alcohol, blood, urine.
- **Signs of dehydration –** flushed face, dizziness, weakness, muscle cramping, headache, cramping, dry mouth, dark urine.

About the SOL™ Brand

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SOL™ HYBRID 3 TRIPLES SURVIVAL PREP OF OUTDOOR ENTHUSIASTS

(OAKLAND, CA – WINTER 2011) – For many outdoor adventures carrying the right equipment that prepares you to face any contingency in the backcountry often means balancing weight and space. When both are at a premium, reach for Adventure® Medical Kits' SOL™ Hybrid 3.

Containing high-end components that cover survival, first aid and gear repair, the SOL™ Hybrid 3 (formerly named the S.O.L. 3) gives outdoor enthusiasts “the essentials” to survive should they get hurt, lost or stranded in the outdoors.

Whereas too many combination kits currently available are often poorly organized and come stuffed with cheap components that won't help outdoor enthusiasts when they need them most, the SOL™ Hybrid 3, by contrast, groups high quality tools and materials into clearly marked, purpose-specific pockets, that enable users to put their hands on the items they need quickly -- when they need them.

“The Hybrid 3 is the ideal multi-purpose kit for the everyday outdoor enthusiast – the day hiker, snowmobiler, backpacker, or hunter -- who wants to be fully prepared, but not weighed down with three separate kits,” says Adventure® Medical Kits' Marketing Director, Frank Meyer.

Made of tough ultralight nylon bag, the SOL™ Hybrid 3 is packed with the following innovative components: a 2-watt LED Headlamp (for working at night); a 2-person Heatsheets® Survival blanket (for warmth, shelter); a flint steel fire starter (for building fire); a Mini Rescue Flash™ Signal Mirror and Slim Rescue Howler™ Whistle (for signaling); heavy duty aluminum foil (for boiling water); Duct Tape, 8” and 4” cable ties and 10 FT of nylon cord (for gear repair); EMT shears, Nitrile medical gloves, comprehensive wound care items, medications for treating pain and allergic reactions (for first aid); and iodine drops (for water purification). The SOL™ Hybrid 3 also comes with survival and first aid instructions as well as a smaller pocket-sized detachable nylon bag that can be used to stow survival supplies in and keep on your person, should you need to leave the larger kit behind at your site.

Available at leading specialty outdoor and sporting goods retailers, the SOL™ Hybrid 3 retails for MSRP\$56.



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SOL LAUNCHES MULTI-FUNCTIONAL CORE LITE SURVIVAL KNIFE ***1.4 OZ tool features 'true essentials' of backcountry survival***

Boasting major survival utility in a small package, the NEW SOL Core Lite is a 3-in-1 multifunctional survival tool that includes a knife, LED Light, and all-weather rescue whistle.

The centerpiece of the Core Lite is its folding AUS-8 steel blade knife, which locks into place with a robust locking liner. The drop-point hollow-ground blade has been engineered to excel at survival tasks such as whittling, slicing and other undertakings where tight blade control is essential. The Core Lite also features a dual-battery ultra-bright 10 Lumen LED light (20 hours of burn time), which points along the blade, making it ideal for cutting in the dark or performing other tasks. Lastly, there's a 100db rescue whistle embedded at the base of the knife handle, which can be used to signal rescuers to your location. It's also pea-less, so there's no ball that will crack in cold temps which would render the whistle unusable. The sturdy Core Lite fits easily into a pocket and at a meager 1.4 oz, you won't even know it's there until you need it! MSRP\$25.00. Web: www.surviveoutdoorslonger.com

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SOL™ INCREASES YOUR CHANCES OF SURVIVAL WITH NEW SPORT UTILITY BLANKET, SOL™ THERMAL & EMERGENCY BIVVIES

OAKLAND, CA (JANUARY 18, 2011) – Did you know that hypothermia remains one of the leading causes of death of outdoor enthusiasts? If you're active in the outdoors, however, you can greatly enhance your odds of living through an unplanned night outside -- if you have the appropriate shelter to protect yourself against the elements.

Already the leader in developing life-saving emergency shelters* for outdoor enthusiasts, Adventure® Medical Kits is re-vamping its line of bivvies and blankets for 2011, adding new products, new packaging and a new name. Starting this year, all of the company's shelters will be marketed under the newly minted SOL™ (Survive Outdoors Longer) brand. The bivvies and blankets will be a centerpiece of the SOL™ line, which will also include category defining survival tools, survival kits, hydration systems, rescue whistles and signaling devices.

"With our existing emergency bivvies and blankets and the launch of new items like the SOL™ Sport Utility blanket, we now have consumers and retailers covered with shelters to match any situation and at every major price point imaginable," said AMK marketing Director Frank Meyer.

The 2011 roster of SOL™ shelters will include the following items:

NEW SOL™ Sport Utility Blanket

This super tough multi-purpose blanket works equally well as ground cover, tarp, or shelter. The thick dual-layer Sport Utility blanket features an aluminum-deposited inner material that reflects and retains body heat, and a woven, outer material that is nearly impossible to rip or tear. The puncture-resistant SOL™ Sport Utility Blanket (60" x 84") also comes with 6 sturdy grommets, which allows users to fasten it to a tree or into any number of other useful configurations. Bring on the snow! MSRP\$17.

SOL™ Thermal Bivvy

AMK's top selling item over the last half decade, the multi-functional 8.9 oz SOL™ Bivvy sack is ideal as a light-weight replacement for a sleeping bag, when nighttime temperatures are 50°F/9°C or higher, and an excellent emergency survival bivvy for wintertime activities. Featuring a durable 2-ply non-woven heat reflective fabric -- necessary to withstand rocky terrain and hard-packed snow conditions -- this Bivvy can be easily repaired with duct tape should it ever sustain a tear. Both waterproof and windproof, the SOL™ Bivvy's unique thermo-regulated design will retain 80% radiated

body heat. Along with toilet paper, the SOL™ Thermal Bivvy is the other item outdoor enthusiasts shouldn't forget to pack for their next trip. MSRP\$34.00.

SOL™ Emergency Bivvy

Weighing in at a meager 3.8 ounces, the pocket-sized SOL™ Emergency Bivvy is ideal for those times when you take a wrong turn and are forced to spend the night out. Now available with an ultralight stuff sack, allowing for repeat usage, this Emergency Bivvy is made from a rip resistant Heatsheets® material that is vacuum-metalicized to reflect back 90% body heat. Compared to competitors' bivvies, the SOL(tm) Emergency Bivvy's material is significantly quieter, more durable and repairable. MSRP\$16.00.

SOL™ Survival Blanket.

This is definitely not your father's old, noisy space blanket. The 2-person blanket is made from the reusable polyethylene-based Heatsheets® material which is both durable and quiet, meaning you can get a good night sleep whether or not the conditions are windy. Sporting a bright orange color (easy for rescuers to spot from the sky), the SOL™ Survival Blanket is 20% larger than competing products and comes with life-saving survival and first aid instructions printed in English and French on the back. MSRP\$6.00.

SOL™ Emergency Blanket.

Also made from the Heatsheets® material, this compact 2.5 oz. blanket (MSRP\$4.00) is rip resistant and easy to fold out and fold up, even when you're wearing gloves. Suitable for one person, the Emergency Blanket can also be used as a temporary shelter during nasty weather conditions. MSRP\$4.00

Web: adventuremedicalkits.com

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Blog: adventuremedicalkits.com/blog

*Check out "Your Product Saved My Life" post on AMK's blog to see how SOL™ Shelters have saved the lives of outdoor enthusiasts.

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whistles), fire starters and shelter (reflective blankets and bivvies). For more information on SOL[™] products visit amkdealer.com



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***ADVENTURE® MEDICAL KITS' TRAUMA PAK WITH QUIKCLOT®
ARMS GUN ENTHUSIASTS WITH TOOLS TO STOP LIFE
THREATENING BLEEDING IN MERE MINUTES***

Las Vegas, NV (January 21st, 2010) – Adventure® Medical Kits, the leading developer of safety and survival gear for outdoor adventurers, today unveiled the Trauma Pak with QuikClot® at SHOT Show.

The latest addition to join AMK's offering of QuikClot® products, the Trauma Pak with QuikClot® marks the first collaboration between Adventure Medical Kits® -- the exclusive distributor of QuikClot® products in the specialty outdoor, hunting and sporting goods channels -- and QuikClot® manufacturer Z-Medica Corp.

"For the Trauma Pak, our goal was to strip down the component list to only the essential items that would help save someone from bleeding to death," says Frank Meyer, AMK marketing director and co-founder

"When treating life-threatening wounds, people giving first aid don't have the luxury of time needed to leaf through a first-aid book or rifle through a hundred band-aids to get at the items that will help; they need to stop the bleeding fast, bandage the injured party and get them to professional medical care."

To that end, the new Trauma Pak with QuikClot® comes stocked with hospital quality wound care essentials such as trauma pads, sterile gauze, wraps and duct tape to secure dressings or improvise a seal for a sucking chest wound, non-latex gloves and biohazard disposal bag, a no-nonsense instructional sheet with information on how to quickly diagnose and treat various types of wounds and, last but not least, a 25 g pack of QuikClot® Sport.

U.S. Military Approved QuikClot® Stops Traumatic Bleeding in Under Five Minutes

Used extensively by the U.S. Military, as well as law enforcement, EMT and other medical professionals around the world, QuikClot® is the most effective and highly reviewed hemostatic product available. Developed by Z-Medica Corp., QuikClot® Sport™ is a sponge made of porous fabric that contains tiny beads of

the mineral Zeolite. When placed onto a wound, the QuikClot® sponge conforms to the shape of the injury and rapidly stops venous and arterial bleeding in less than five minutes. By contrast, conventional methods for stopping bleeding, such as applying direct pressure, can take between 10 minutes to 30 minutes to clot blood, but by that time it can be too late.

Superior Technology That is Safe and Effective

When QuikClot® comes into contact with a bleeding wound it rapidly absorbs smaller water molecules from the blood. Only the larger platelet and clotting factor molecules remain in the wound in a highly concentrated form – a process that promotes extremely rapid clotting and prevents severe blood loss. QuikClot®'s FDA-approved low-heat formula is biologically inert, so there's no chance of an allergic reaction occurring. And unlike competitors' products, many of which come in the form of loose granules, there's no risk of QuikClot® scattering in windy conditions or becoming easily activated by rain or water.

Whether at the range, in the field or even in an urban setting, the lightweight pocket-size Trauma Pak with QuikClot® provides the ultimate insurance for the gun enthusiast, medical or law enforcement professional who wants to be prepared to survive a worst case scenario, says AMK's Meyer.

Indeed, in a recent high-profile case, local EMT's used QuikClot® to help save the lives of soldiers gunned down during the shootings at the Fort Hood military base in Texas.

AMK's Trauma Pak with QuikClot® (MSRP\$20.00) will be available at Cabela's and other leading outdoor and sporting goods retailers beginning in March 2010. For more information AMK's QuikClot® products, including PetClot® and QuikClot® Nosebleed, visit adventuremedicalkits.com.

About Adventure® Medical Kits

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Additionally, the company markets a wide range of survival products under the SOL brand, including emergency and thermal bivvies; survival blankets; survival kits and hybrid gear repair, first aid and survival packs. It is also the exclusive distributor in the outdoor and sporting goods channel of DEET and DEET-free bug repellants Ben's® and Natrapel, respectively; and the #1 selling insect bite treatment AfterBite® --The Itch Eraser®. More recently, AMK and its parent company Tender Corp. have established exclusive partnerships with Z-

Medica® (maker of the hemostatic product QuikClot®) and Strategic Science Technologies, LLC (maker of the foot moisturizing cream HealthiFeet®) to distribute both companies' products exclusively through food, drug, mass, sporting goods and outdoor specialty retail channels.

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**AMK'S TACTICAL FIELD TRAUMA KIT WITH QUIKLOT® PROVIDES
LIFE-SAVING MEDICAL AND SURVIVAL TOOLS FOR MILITARY AND LAW
ENFORCEMENT PROFESSIONALS**
Kit Includes #1 Military-Approved Product for Stopping Serious Bleeding

Oakland, CA (WINTER 2010) – In its effort to deliver the highest quality products for emergency military and law enforcement professionals, Adventure® Medical Kits, a leading developer of emergency, safety, survival and adventure gear, today announced the release of the Tactical Field Trauma Kit with QuikClot®

Developed specifically for those professionals with a background or interest in the military or law enforcement, AMK's Tactical Field Trauma Kit comes stocked with ER-quality materials that allow first responders to quickly and effectively treat serious and potentially life-threatening injuries.

Featuring a M.O.L.L.E-compatible, all-black bag made of high-strength premium nylon, the Tactical Field Trauma Kit is the only kit available to consumers that comes with QuikClot® Sport, a sterile sponge developed to stop traumatic bleeding (like that sustained from a gunshot wound or severed artery) in less than five minutes. By contrast, conventional methods used to stop bleeding, such as applying direct pressure, can take between 10 to 30 minutes.

Containing a biologically inert mineral called Zeolite, QuikClot® works by removing all of the liquid components from blood, allowing the platelets to clot more rapidly. Used widely by U.S. military forces in Iraq and Afghanistan, where it has saved numerous lives on the battlefield, QuikClot® is the safest and most effective hemostatic product available. The FDA-approved QuikClot® won't cause burning or an allergic reaction. And unlike competitor products, many of which come in loose granular form, QuikClot® won't scatter in windy conditions or become easily activated if exposed to rain or water. As the exclusive distributor of the product in the food, drug, mass and outdoor retail channels, AMK is the only company that can include QuikClot® in its kits.

In addition to QuikClot®, the Tactical Field Trauma Kit also includes exclusive use of Adaptic® Petrolatum Gauze Dressing – a non-toxic, non-irritating gauze used for dressing heavily weeping wounds that occur in the field.

"If you or someone in your party is seriously injured on the battlefield, you probably don't have the luxury of time to use conventional methods to treat serious wounds," said AMK marketing director Frank Meyer.

“Our exclusive inclusion of QuikClot and the Adaptic Petrolatum Gauze Dressing in AMK’s Tactical Field Trauma Kit,” he added, “gives military and law enforcement professionals the most advanced tools available to quickly treat serious wounds, allowing them to concentrate on getting the injured out of harm’s way.”

Along with superior wound treatment materials, the Tactical Field Trauma Kit comes with hospital quality medications and topicals for treating pain (Ibuprofen, Aspirin) and allergic reactions (Antihistamines, AfterBite® Wipes), tools for removing ticks and other insects (stainless steel precision tweezers), personal protection items for safely handling blood (hypoallergenic nitrile gloves and a disposable biohazard bag) and a highly detailed medical guide (*A Comprehensive Guide to Wilderness & Travel Medicine, 3rd Ed.*) with information and illustrations on how to improvise treatments in the field when the proper medical tools and materials are not available.

Although AMK has successfully sold its products to military and law enforcement groups for years, the Tactical Field Trauma Kit with QuikClot® represents AMK’s first official entry into the growing tactical gear category.

“We’re confident the stripped-down, light-weight design of the kit, and the fact that it comes with a M.O.L.L.E.-compatible attachment system on the back, will make it an instant hit with the tactical audience,” said Meyer.

“Whether you’re heading to a war zone overseas or anticipate facing combat in an urban setting, the Tactical Field Trauma Kit with QuikClot® is the kit you’ll want to have with you.”

As with all of AMK’s kits, the Tactical Field Trauma Kit contains “A Register Your Kit Card,” which, when activated, allows AMK customers to receive e-mail reminders when medications in their kits are due to expire. Consumers who register their kits will also receive 50% off their first refill order.

**Tactical Field Trauma Kit Contents
List**

		QTY
WOUND CARE TREATMENT	DRESSING, QUIKCLOT SPORT, 25 G/PACK	1
	DRESSING, NON-ADHERENT, STERILE, 3" X 4"	1
	DRESSING, GAUZE, STERILE, 2" X 2", PKG./2	2
	DRESSING, GAUZE, STERILE, 4" X 4", PKG./2	2
	BANDAGE, ADHESIVE, FABRIC, KNUCKLE	3
	BANDAGE, ADHESIVE, FABRIC, 1" X 3"	4
	BANDAGE, ELASTIC, CO-HESIVE, SELF ADHERING 2"	1
	BANDAGE, BUTTERFLY CLOSURE	2
	DRESSING, PETROLATUM, NON-ADHERENT, 3" X 3"	1
	DRESSING, TRAUMA PAD, 5" X 9"	2
	DRESSING, MOLESKIN, DIE-CUT, 3.75" X 4.50"	1
	TAPE, CLOTH, 1/2" X 10 YARDS	1
	MANUAL, COMPREHENSIVE GUIDE TO WILDERNESS & TRAVEL MEDICINE	1

	TOPICAL, TRIPLE ANTIBIOTIC OINTMENT, NET WT. 0.9 G, (1/32 OZ	2
	TOPICAL, AFTER BITE STING AND ITCH RELIEF, WIPE, US AND INTL	1
	TOPICAL, AFTER CUTS & SCRAPES ANESTHETIC/ANTISEPTIC, WIPE	6
MEDICATIONS	MED, IBUPROFEN (200 MG), PKG./2	2
	MED, ASPIRIN (325 MG), PKG./2	1
	MED, ANTIHISTAMINE (DIPHENHYDRAMINE 25 MG), PKG./1	2
INSTRUMENTS	INSTRUMENT, SPLINTER PICKER/TICK REMOVER FORCEPS	1
	ZIP TIE, RED, 4"	3
	INSTRUMENT, SAFETY PINS	3
	GLOVES, NITRILE,(PAIR) WITH BIO AND HAND WIPE IN BAGGIE	2
	INSERT, REGISTER YOUR KIT CARD, FOR ALL KITS	1

About QuikClot®

Developed by Z-Medica Corp., QuikClot® is a hemostatic agent designed to stop high-volume -- including arterial and venous -- bleeding. QuikClot® works by removing the liquid components from blood, allowing the platelets to clot rapidly. Whereas blood can take between 10 to 30 minutes to clot using direct pressure, QuikClot® will clot blood within five minutes. QuikClot® is made of a granulated mineral substance called Zeolite, which comes encased in a porous surgical sponge. It is biologically and botanically inert, leaving little chance of allergic reaction.

About Adventure® Medical Kits

Adventure® Medical Kits, a wholly-owned subsidiary of Tender Corporation Inc., is the world leader in innovative first aid and outdoor survival gear that help people enjoy safe outdoor adventures. Co-designed with top emergency, outdoor, marine and travel medicine experts, AMK's activity-specific products are specially designed to prevent and treat common injuries and ailments that occur during outdoor activities, mountaineering, hunting, sailing, hiking or traveling the world. Many of the kits follow AMK's unique Easy Care™ system, which organizes hospital quality supplies into injury specific compartments, allowing the novice or pro to quickly and confidently administer first aid. Additionally, the company markets a wide range of survival products, including its top-selling Thermo-Lite® Bivvy Sack and Pocket Survival Pak™, and bug repellents and bite treatments, such as Ben's® insect repellent and the world-famous AfterBite®. More recently, the company has expanded into the hygiene category, with the release of the Adventure® Hands Sanitizer and exclusive distribution into the outdoor retail channel of Fresh Bath™ Wipes, both of which help reduce the likelihood people will contract an illness while out in the field.

For more information, visit www.adventuremedicalkits.com



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ADVENTURE® MEDICAL KITS INTRODUCES NEW ADVENTURE FIRST AID SERIES FOR NOVICE OUTDOOR ENTHUSIASTS

Series' Easy Care™ System Enables Efficient Response to Minor Injuries Suffered in the Outdoors

OAKLAND, CA (SPRING 2010) – Adventure® Medical Kits (AMK), the leading developer of medical and survival gear for outdoor enthusiasts, today introduced the Adventure First Aid Series of first aid kits.

Designed for the entry-level outdoor enthusiast, the new Adventure First Aid (AFA) Series includes three kits of differing sizes based on duration of trip and number of people: the .5, 1.0 and 2.0. Both the 1.0 and 2.0 kits feature AMK's proprietary Easy Care™ System, which organizes hospital-quality tools and supplies by injury type and includes illustrated instructional cards that enable someone with little or no first aid experience to confidently administer medical care.



The lightweight AFA kits provide the basic first aid tools necessary to treat the most common injuries that users engaged in low-to-moderate risk activities in the outdoors are likely to encounter.

“AFA is an ideal introductory first aid series for people located less than 24 hours from professional medical care who are doing light hiking, fishing or car camping – basically, the novice outdoor enthusiast,” said AMK marketing director, Frank Meyer.

“We’re confident” he added, “that the eye catching red colored bags and bold „FIRST AID KIT’ text emblazoned on the front of the AFA kits will immediately grab the attention of the first-time first aid kit shopper at point of purchase.”

Each AFA kit contains ostensibly the same tools and supplies, but in different quantities. Key supplies in the 1.0 and 2.0 include: antiseptic and bite treatment wipes, dressings and bandages for treating wounds and blisters, and medications for alleviating pain, nausea and allergic reactions. The 2.0 (MSRP\$22.00) was developed for a group of 1 – 4 people for trips lasting 1 - 4 days. For shorter excursions of one to two days with one to two people, AMK offers the 1.0 (MSRP\$12.00). For solo outdoor enthusiasts in need a compact kit for a day trip there’s the .5 (MSRP\$6.00), which provides the necessary first aid for one person for a trip lasting one day.

Unlike competitor kits in the same price range, all of the AFA kits also contain survival gear. The .5 comes with a Slim Rescue Howler Whistle for signaling help, while both the 1.0 and 2.0 kits include the Whistle and a liquid damped compass with lanyard ring, which users can use to navigate their way back to camp, should they get lost.

Always striving to lighten its carbon footprint, AMK utilized a new printing method which enables it to print the list of components on the back of each kit, instead of using a wasteful cardboard hangtag. Each kit also comes with a „Register Your Kit’ card which when activated via AMK’s website offers users refill notices and updates on sales promotions. The Adventure First Aid Series is slated for wide release in Fall 2009.

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Additionally, the company markets a wide range of survival products under the SOL brand, including emergency and thermal bivvies; survival blankets; survival kits and hybrid gear repair, first aid and survival packs. It is also the exclusive distributor in the outdoor and sporting goods channel of DEET and DEET-free bug repellants Ben's® and Natrapel, respectively; and the #1 selling insect bite treatment AfterBite® --The Itch Eraser®. More recently, AMK and its parent company Tender Corp. have established exclusive partnerships with Z-Medica® (maker of the hemostatic product QuikClot®) and Strategic Science Technologies, LLC (maker of the foot moisturizing cream HealthiFeet®) to distribute both companies' products exclusively through food, drug, mass, sporting goods and outdoor specialty retail channels.

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ADVENTURE® MEDICAL KITS INTRODUCES THE MARINE SERIES, MEDICAL KITS FOR MARINERS

***Easy Care™ system enables fast, confident treatment,
with hospital-grade tools and supplies***

OAKLAND, Calif. (SPRING 2011) – Adventure Medical Kits, the leading developer of first aid kits for outdoor and travel adventures, unveils its new Marine Series, a collection of medical kits specially designed for mariners, both commercial and recreational. The series includes eight different-sized kits for mariners who enjoy small-boat day trips, as well as those who undertake long-distance voyages on larger vessels. Each kit includes supplies for treatment of common ailments such as sunburn, skin infections, and seasickness, plus common onboard traumatic injuries, and medical problems associated with activities such as diving, snorkeling, and fishing.

“When you’re on the water, far from medical services, you need a first aid kit that helps even novices determine the correct treatment and quickly locate the proper materials needed to treat an injury or illness,” said Frank Meyer, cofounder and marketing director of Adventure Medical Kits. “The Marine Series, built on our Easy Care™ system, provides easy access to hospital-quality tools and supplies, and clear instructions on how to use them. The Marine Series medical kits are essential marine gear, as important to have on board as a PFD or signal flares.”

Organized with Adventure Medical Kits’ proprietary Easy Care first aid system, the components in the Marine Series kits are divided into color-coded, injury-specific bags with easy-to-read instruction cards for quick access and treatment of boating-related injuries. The kits may include injury-specific bags such as Bleeding, Suture/Syringe, CPR/Instruments, Medications, Wound Care, Burn/Blister, or Fracture/Sprain, depending on the specific kit.

The Marine Series includes: **Marine 3000™**, for crews on offshore ocean voyages over 24 hours from medical care, retail price \$795; the **Marine 2000™**, a slightly smaller kit for near coastal excursions under 24 hours from professional medical care, \$595; and the **Marine 1000™**, a more compact kit suitable for boats on coastal and inland waters situated 12 hours from medical care, \$340. The 3000, 2000, and 1,000 Marine Series medical kits are made of 500 denier nylon with a floatable, foam padded case to protect the items in all elements.

Additionally, the Marine Series includes five kits designed for day trips on protected waters: **Marine 400™**, for \$120; **Marine 300™**, \$60; the NEW **Marine**

250™, \$45; **Marine 200™** for \$40, all organized with the Easy Care™ system, and the **Marine 100™** for \$24, a small, hard-packaged kit for small boats and short excursions.

The Marine 3000-200 kits include a copy of *A Comprehensive Guide to Marine and Travel Medicine* by Dr. Eric A. Weiss, co-developer of the Easy Care system, and Dr. Michael Jacobs, a marine medicine specialist. This book will be available March 2005. The book may be purchased separately for \$16.95.

“The new *Comprehensive Guide to Marine and Travel Medicine* by Dr. Weiss and Dr. Jacobs features over 72 illustrations, “When to Worry” tips and improvisational techniques,” said Mr. Meyer. “The new book is the next best thing to having a doctor on board.”

Dr. Michael Jacobs, a lifelong sailor, is director of Vineyard Medical Services on Martha’s Vineyard, and has been a consultant to yachtsmen, sailors, commercial mariners and the U.S. Coast Guard for over thirty years. He is the author of numerous papers and teaches medicine for mariners and safety at sea. He also holds a 100-ton USC Master Mariner’s license. *Dr. Eric Weiss*, the co-developer of the Easy-Care system, is an emergency room physician at Stanford University Medical Center in Palo Alto, California, and an active climber and whitewater kayaker. He has taught and written extensively on wilderness medicine, and is the author of the original best-selling *Comprehensive Guide to Wilderness and Travel Medicine*.

“We designed the Marine Series for all mariners, regardless of their medical expertise,” said Dr. Jacobs. “The supplies, together with our new medical guide in each marine kit, enable the boater to initiate appropriate care for virtually all common minor and major medical problems encountered at sea and in the marine environment. Our goal is to increase self-reliance, and help sailors do the right thing at the right time. These kits are simply the best on the market. Mariners shouldn’t leave port without one.”

Hi-res images available upon request: sashdown@tendercorp.com
Contents list available at www.adventuremedicalkits.com

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ADVENTURE® MEDICAL KITS REVAMPS TOP SELLING MOUNTAIN SERIES
2010 Edition Includes Epipen® Holder, Customizable Space -- and Less Packaging

OAKLAND, CA (MAY 22ND, 2010) – In its ongoing effort to enhance the safety of campers, climbers and other outdoor enthusiasts, Adventure® Medical Kits (AMK), the leading developer of medical kits and survival gear for outdoor enthusiasts, today unveiled its new-look Mountain Series.

Originally launched in 1989, the Mountain series immediately became an essential item on the gear checklists of campers and hikers as well as professional outdoor athletes, including high altitude mountaineers Ed Viesturs and International Mountain Guides' Eric Simonson and Phil Ershler, among others.



Despite the series' success, AMK's marketing director and co-founder Frank Meyer felt a re-tooling was required. "In order to consistently develop the most useful products for our customers, we need to be as innovative as possible, by incorporating new materials, technology and features that consumers find helpful." said Meyer.

To that end, AMK improved the durability of the clear inner pockets of the Mountain Series' bags by adding a new polyurethane material, which increases its cold crack rating from 0 F to -30 F; it also inserted a compartment to hold an Epipen® auto-injector to treat life-threatening allergic reactions and – based on AMK consumer feedback – added extra space, to allow for storage of additional

prescription medicines and sundries. As per its corporate mandate, AMK greatly reduced the packaging of the Mountain Series Kits, thanks to a new printing method, which allows the company to print kit contents directly on the back of the bags, enabling it to drastically reduce the size of the hangtag and the amount of wasteful cardboard material used to convey the information.

The 2010 edition of the Mountain Series will consist of five kits based on trip duration and number of people – the Day Tripper, The Weekender, The Fundamentals, The Comprehensive and The Women's Edition Outdoor Kit.

The Day Tripper (MSRP \$33.00) is the smallest and lowest price-point in the series, and is designed for small group outings (1-4 people) and short duration trips (1-4 days). The Comprehensive (MSRP \$190.00), the largest kit in the series, is designed for large groups (up to 14 people) taking extended mountaineering or backcountry expeditions for up to a month. Aptly named, the Comprehensive comes with the most comprehensive and greatest number of components of any kit in the series. In addition to the standard components found in the Mountain Series, the Comprehensive includes tools for splinting broken bones, treating dental emergencies and safely providing CPR. Rounding out the series is the Fundamentals, which features enough medications and materials for groups of eight people traveling in the backcountry for up 14 days (MSRP\$104.00); the Weekender, which is designed for groups of 7 people on camping or backpacking trips of up to a week (MSRP\$60.00); and the Women's Edition Outdoor Kit. Released last Spring, the Women's Edition Outdoor kit (MSRP\$40.00) is designed for small groups venturing out on short trips and includes women's specific hygiene and skincare items, in addition to hospital quality medications and materials.

All of the kits in the new Mountain series, feature AMK's proprietary Easy Care™ system, which organizes hospital quality materials into clearly marked injury

specific compartments. Each compartment comes with an M.D.-penned illustrated instructional card, which guides users on how to administer basic first aid in an emergency.

In addition, all kits in the series include a copy of ***A Comprehensive Guide to Wilderness & Travel Medicine, 3rd Ed.*** Written by Eric A. Weiss M.D., associate director of Trauma at Stanford University Medical Center, the illustrated guide expands on the contents of the Easy Care™ cards, providing guidance on identifying and treating injuries and illnesses, as well as tips on how to improvise treatments. Other kit contents include materials for treating cuts and scrapes (gauze dressings, butterfly bandages, triple antibiotic ointment, nitrile gloves, irrigation syringe); blisters (Moleskin); medications for alleviating pain (ibuprofen, aspirin) and bug- and plant-based allergic reactions (antihistamines, AfterBite® stinging relief wipe); and instruments (Splinter Picker Forceps) for removing ticks and splinters.

In addition, all of the kits come with a “Register Your Kit” card, which provides consumers with a 50% discount off their first refill order and membership benefits such as medication refill reminder notices, first notice on product sales and specials, and the opportunity to participate in product development surveys.

Adventure® Medical Kits will begin rolling out the new-look Mountain Series kits with the release of the Day Tripper in February, with the remainder of the series hitting store shelves in April.

Hi-res artwork available upon request: sashdown@tendercorp.com

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ADVENTURE® MEDICAL KITS INTRODUCES NEW *SPORTSMAN SERIES* FIRST AID KITS FOR HUNTING AND FISHING

Easy Care™ System Enables Fast, Efficient Response to Medical Emergencies

OAKLAND, Calif. (SPRING 2010) – Adventure® Medical Kits (AMK), the leading developer of first aid kits for outdoor and travel adventures, introduces the Sportsman Series of medical kits for hunting and fishing enthusiasts. The new Sportsman Series includes four kits based on duration of trip and number of people: the Outfitter, the Hunter, the Sportsman Kit and the Field/Trauma Kit.

The Outfitter, Hunter, and Sportsman kits feature Adventure Medical Kits' proprietary Easy Care™ System that organizes hospital-quality tools and supplies by type of injury and includes instruction cards that enable a novice or pro to be an effective first responder to an emergency. These supply compartments include: First Aid Manual/Medications/Instruments; Field Trauma/Stop Bleeding; Wound Care/Burn/Blister; and Fracture/Sprain.

All kits come with a copy of the just-released third edition of *A Comprehensive Guide to Wilderness & Travel Medicine*, by respected outdoor medicine expert Dr. Eric A. Weiss, M.D., featuring special sections on gunshot wounds and arrow injuries, wound cleaning and closure, and fish hook removal. Kit users can take the book with them or leave it at base camp, just using the instruction cards included in the kit, further reducing the weight of the kit.

"The extremely comprehensive Sportsman Series medical kits were developed specifically with the needs of hunters and fishing enthusiasts in mind," stated Frank Meyer, marketing director for Adventure Medical Kits.

Continued Meyer, "From reflective striping and bright orange fabric that keeps the kit highly visible and easy to find in times of an emergency, to flexible, multi-use cohesive bandage wraps for compression bandages, ankle support or to tape fingers, this series of medical kits provides sportsmen with the tools they need in case of an emergency."

The **Outfitter** is ideal for hunting and fishing outfitters and guides. For 1-14 people, 1-14 days, it comes with a detachable Field/Trauma Kit, so sportsmen can keep the main kit at base camp or in the car and bring the removable Field/Trauma Kit with them on a hunt (MSRP: \$110.00). The **Hunter** is designed for 1-7 days, 1-7

people (MSRP: \$60.00), and also features the detachable Field/Trauma Kit with field gloves, absorbent dressings, and antiseptic hand cleanse towelettes.

Sportsmen seeking a kit small enough to take with them in the field or on a boat that includes the emergency supplies for gunshot wounds, stopping bleeding and removing fish hooks, can carry the **Sportsman Kit**, for 1-4 people, 1-4 days (MSRP: \$38.00). AMK also offers the **Field/Trauma Kit**, compact enough to carry in a hunting or fishing vest, for 1-2 people out for 1-2 days (MSRP: \$26.00).

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ADVENTURE® MEDICAL KITS OVERHAULS ULTRALIGHT/WATERTIGHT MULTISPORT KITS

2010 UL/WT Line Features New DryFlex™ Inner Bag, Lighter & Sleeker Design

OAKLAND, CA (SPRING, 2010) – In its continuing effort to provide outdoor enthusiasts with the lightest and most compact first aid kits, Adventure® Medical Kits (AMK) today launched its updated Ultralight/Watertight (UL/WT) series.

A mainstay in the packs of recreational kayakers, adventure racers and hikers in need of lightweight waterproof kits, the Ultralight/Watertight series is also the choice of adventure athletes, including high altitude mountaineer Ed Viesturs and Women's 24 hour mountain bike champion Rebecca Rusch.

For the 2010 version of the series, AMK swapped out the inner Aloksak® bags in favor of AMK's new DryFlex™ bags, and in the process shaved up to 20% off the weight of the kits in the series. While the weight difference in some kits works out to less than half an ounce, to some adventurers, every ounce matters. "If you're competing in the midst of a weeklong adventure race, battling fatigue and the elements, you'll be happy you're not carrying the extra weight," says Meyer. Along with being lighter, the DryFlex™ bags provide a stronger, more durable watertight zipseal, with a cold crack rating of -20 F.

The new Ultralight/Watertight series consists of the .3 (2.32 oz), .5 (3.68 oz), .7 (8 oz), and .9 (10 oz). The .5, .7 and .9 all feature the inner DryFlex™ bag, plus an outer sil-nylon bag with taped seams. However, for the new Ultralight/Watertight .3 kit, the smallest in the series, AMK reduced the weight a half ounce by jettisoning the outer bag.

Designed for 1 person for 1 day, the new Ultralight/Watertight .3 (MSRP\$9.00) contains materials and medications for treating wounds (butterfly wound closure bandages, athletic tape, antibiotic ointment), pain (painkillers), allergic reactions (antihistamines, After Bite® Sting Relief and antibiotic ointment) and blisters (Moleskin). For groups of 2 for up to 2 days, the .5 (MSRP\$17.00) offers higher quantities of meds and materials, plus splinter picker forceps and safety pins, which can be used for removing wood splinters or ticks. Upgrades for the .7 (MSRP\$25.50), which is designed for 1 - 2 people for up to 4 days, include more medications, an elastic bandage with Velco closure and adhesive tape for treating sprains, and duct tape for gear repair. Lastly, for groups of 1 – 4 people for trips lasting 4 days, the Ultralight/Watertight .9 (MSRP\$35.00) offers greater quantities of meds and materials included in the .7, plus additional wound cleaning and closing supplies such as an irrigation syringe and wound closure strips.

Like many of AMK's newer kits, the UL/WT series' bags also include icons depicting activity, trip duration, risk level and group size, making it easier for consumers to quickly identify on shelf the kit that's appropriate for them. All of the kits also contain a "Register Your Kit" card, which when activated entitles consumers to 50% off of their first refill order, plus alerts on when their kits' meds are due to expire.

The New Ultralight/Watertight kits are slated for a SPRING 2010 release and will be available at all leading outdoor specialty and sporting goods retailers.

About Adventure® Medical Kits

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Additionally, the company markets a wide range of survival products under the SOL brand, including emergency and thermal bivvies; survival blankets; survival kits and hybrid gear repair, first aid and survival packs. It is also the exclusive distributor in the outdoor and sporting goods channel of DEET and DEET-free bug repellants Ben's® and Natrapel, respectively; and the #1 selling insect bite treatment AfterBite® --The Itch Eraser®. More recently, AMK and its parent company Tender Corp. have established exclusive partnerships with Z-Medica® (maker of the hemostatic product QuikClot®) and Strategic Science Technologies, LLC (maker of the foot moisturizing cream HealthiFeet®)

to distribute both companies' products exclusively through food, drug, mass, sporting goods and outdoor specialty retail channels.

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ADVENTURE® MEDICAL KITS KNOWS WHAT WOMEN WANT -- IN A MEDICAL KIT

NEW WOMEN'S EDITION OUTDOOR KIT PROVIDES CONVENIENCE AND REASSURANCE IN THE BACKCOUNTRY

(OAKLAND, CA – SPRING 2010) – Adventure® Medical Kits, the leading developer of safety and survival gear for outdoor adventurers, today unveiled its first product designed specifically for women, the **Women's Edition Outdoor Medical Kit**.

The new Women's Edition Outdoor Kit allows women to take the amenities they depend on at home into the backcountry in a stylish yet sturdy lightweight, nylon NON-PINK bag. Ideal for hiking, backpacking and camping, the kit features all of the hospital quality wound care, medications and instructional materials that AMK is famous for providing, plus components that will help women when they're hours or days away from the nearest drugstore. Included in the kit are: applicator-free tampons with odor-proof disposable bags; meds for treating menstrual cramps, stomach upset and headaches; and skincare and female hygiene items such as Blistex®, alcohol-free Adventure® Hand Sanitizer and compact Adventure® Towels.

"The idea of creating a medical kit that's just for female outdoor enthusiasts is long overdue," says AMK marketing director, Frank Meyer.



“Women have unique health and hygiene needs,” he added, “that aren’t addressed by currently available unisex first aid kits. The new Women’s Edition Outdoor Kit contains instructional materials and components to treat these needs as well as the most common injuries and ailments that they’re likely to encounter while in the outdoors.”

Surveys AMK conducted in developing the kit revealed that women placed a higher value on hygiene items, menstrual medications and quality first aid components, in favor of non essentials like sewing kits and mirrors.

With that in mind, AMK included *A Comprehensive Guide to Wilderness & Travel Medicine, 3rd Ed.* Written by Eric A. Weiss, M.D., Associate Director of Trauma at Stanford University Medical Center, the Guide features 200 pages with illustrations and info for identifying and treating virtually every type of ailment that one can experience in the outdoors. The book features chapters on treating bladder infections, which many women suffer from, and gynecological emergencies. Each chapter also contains “Weiss Advice” tips which offer instructions on how to improvise treatments if the necessary materials or medications are not available.

Like many of AMK’s medical kits, the Women’s Edition Kit features the Easy Care[™] system, which organizes components into injury-specific compartments, allowing for quick retrieval of materials needed during an emergency. AMK has added hospital-grade items for treating blisters (GlacierGel[®] Blister & Burn Dressings) and wounds (butterfly closure strips, conforming gauze), instruments for removing ticks (stainless steel splinter picker forceps) and medications for alleviating pain (Ibuprofen, Aspirin) and allergic reactions (AfterBite[®] wipes, Antihistamine tablets). As per the research it conducted with female outdoor enthusiasts, AMK also included an empty compartment in the Women’s Edition Outdoor Kit for storing incidentals.

AMK's Women's Edition Outdoor Kit will begin shipping to outdoor specialty stores beginning in March 2009. **MSRP\$40.00.**

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***AMK'S NEW TRAVEL SERIES HELPS TRAVELERS TRAVEL SAFE AND HEALTHY
Use of Recycled Materials, 'Product is Package' Innovation Reduces Waste***

(OAKLAND, CA – WINTER 2010) – Adventure® Medical Kits, the leading developer of safety and survival gear for outdoor adventurers, today unveiled The Travel Series, a new line of medical kits designed to help adventure travelers travel safe and healthy. The new series completely revamps the first iteration of the line, released in 1999, which the Centers for Disease Control and Prevention (CDC) continues to recommend for travelers.

“In re-imagining the Travel Series, we wanted to create kits that not only addressed the most common needs of today’s travelers, but went further to include components that would help them in situations they’re likely not to have anticipated, but could very well face,” says AMK marketing director Frank Meyer.

STOMACH SICKNESS #1 AILMENT OF TRAVELERS

“According to the Centers For Disease Control (CDC), 20% - 50% of all travelers visiting international destinations experience traveler’s diarrhea and other stomach ailments. As such, diarrhea meds, rehydration solutions and stomach medications became the focus of the kits, rather than band-aids and other low-cost wound care items, which competitor kits put a premium on,” says Meyer.

The Travel Series is comprised of four kits – the **World Travel** (MSRP\$70), the **Smart Travel** (MSRP\$40), the **Suture Syringe Medic** (MSRP\$22) and the **Travel Medic** (MSRP\$10).

The largest kit in the series, the **World Travel**, is designed for 1 to 4 people for multiple days. Ideal for trekking in Nepal, climbing Kilimanjaro or leading a group of students or colleagues on a humanitarian trip to a developing country, the World Travel is stocked with medications to treat diarrhea, dehydration, pain, and allergic reactions as well as wound care materials for blisters, burns, and cuts and scrapes. The World Travel also comes with a visual communication card featuring illustrations that enable travelers to point to pictures to indicate the illnesses or injuries from which they’re suffering.

“According to the most recent U.S. Department of Commerce data on international travel, the biggest increase in travel has been to Asia and other non-European destinations where English is not the first language spoken. For those trips, the visual communication cards are a potential lifesaver that will help those who are hurt or injured to overcome any language barrier and get the proper care they need,” says Meyer.

Like many of AMK’s existing kits, the World Travel comes with the illustrated first aid reference *A Comprehensive Guide to Wilderness & Travel Medicine*. Penned by Eric A. Weiss, M.D., associate director of trauma at Stanford University Medical Center, the guide covers recommended vaccinations, traveler’s health insurance resources, and prescription medications travelers should add to their kits. The World Travel also features the EasyCare™ system, which organizes hospital quality components into injury-specific compartments; a personal storage section with pockets to stow prescription pill vials and toiletries; and a TSA-approved liquid storage bag that contains vials for shampoos, lotions and gels. As such, the World Travel enables light packers to eliminate the need for toiletry kits altogether.

The **Smart Travel**, the next largest kit in the line, also features the EasyCare™ system and *A Comprehensive Guide to Wilderness & Travel Medicine*. Suited for 1 to 2 people for multiple days, the Smart Travel Kit comes with many of the same hospital quality meds and materials as the World Travel, but in smaller quantities.

“AMK designed the Smart Travel Kit for those 40% of international travelers who travel solo,”¹ says Meyer, adding, “Whether the destination is Europe, Africa, or Nepal, the Smart Travel Kit will be the perfect travel companion.”

The **Travel Medic (\$10)**, the smallest kit in the series, meanwhile, contains enough meds and wound care items for one person for multiple days. The TM is an ideal kit if your travels are taking you across the U.S., to Europe, the Caribbean or the sunny beaches of Mexico.

CLEAN NEEDLES CRITICAL TO TRAVELER HEALTH

CDC statistics cite that over 10 million people per year contract Hepatitis or HIV from the re-use of needles. In developing countries where the resources and funding of local health care providers may be limited, the re-use of needles is more common and the sterilization techniques used are suspect. If your trip takes you to developing countries, a prudent addition to your pack is the **Suture Syringe Medic**. At only \$22, the **Suture Syringe Medic** may be the cheapest and most useful form of life insurance you can buy. Used for everything from administering anesthetics for a tooth procedure, suturing a wound close or starting an IV, the **Suture Syringe Medic** provides peace of mind in a time of need.

ENVIRONMENTALLY RESPONSIBLE DESIGN

Both of AMK's Travel Medic and SSM bags are certified carbon neutral.² Made of recycled craft paper laminated onto a woven polypropylene, the two Medic bags are durable and refillable so travelers can continually reuse their kits when they run out of supplies. To emphasize the refillable feature, Adventure Medical Kits will be offering 25% off refill supplies at adventuremedicalkits.com for anyone who registers their kit online.

AMK is always striving to find ways to reduce unnecessary material from its products. To that end, the Travel Medic and Suture Syringe Medic bags both feature product information printed on the bag, which in the past would have required additional paper hangtags. "The '**Product is Package**' innovation that we used on the Travel Medic and SSM bags is a first for us and something we'll be incorporating into future lines as we try to minimize our products' impact on the earth," says Meyer.

Along with being environmentally responsible, AMK designed the kits so they would appear more stylish looking than your typical travel kit.

"We wanted to skirt the drab 'black suitcase' conventions of what travel gear should look like," said Meyer, adding, "This line of kits has a look that international and adventure travelers will naturally gravitate towards and, with its comprehensive list of components and detailed instructional material, want to make sure that they pack on their next trip."

Whether you're eco-touring in Costa Rica, on safari in Africa, or backpacking through Europe, AMK's NEW Travel Series of kits will have you covered.

AMK's Travel Series is slated for retail release in **Q1 2009**.

¹U.S. Department of Commerce data on international travel

² JP Morgan ClimateCare

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***AMK KEEPS TRAVELERS & OUTDOOR ENTHUSIASTS CLEAN AND HEALTHY
WHILE ON THE TRAIL, IN THE FIELD OR ON THE WATER WITH ALCOHOL-FREE
SANITIZER***

NEW! Adventure® Hand Sanitizer Spritzer

Nothing spoils the perfect holiday or hunting, hiking, camping or canoe trip faster than a stomach virus, cold or serious bug. Recent media reports have documented the growing threat of dangerous germs across the globe. But germs lurk everywhere. Unfortunately, too many travelers and outdoor enthusiasts fail to take the necessary precautions by thoroughly and regularly washing their hands, a problem that is exacerbated when soap and running water aren't available. Thankfully, there's Adventure Medical Kits'

Adventure® Hand Sanitizer, a new alcohol-free formula that will eliminate 99.9% of germs on contact. Available in a NEW pocketsize .5 OZ. spritz spray bottle that's ideal for travel, backpacking and hiking, the Sanitizer's unique application, containing the active ingredient Benzalkonium Chloride, dries quickly and leaves your hands feeling great. And, unlike the majority of hand sanitizers available, the Adventure® Hand Sanitizer contains no alcohol, which means it won't dry out the skin or sting when applied to cracked or damaged skin. Additionally, because it contains no alcohol, the Adventure® Hand Sanitizer is not flammable, so it poses no risk of a fire hazard.

"The Adventure® Hand Sanitizer is a 'must-pack' item for travel, camping and everyday life," said Frank Meyer, AMK's marketing director.

"Have you ever been somewhere," Meyer added, "without running water, either hiking or in the park or any public place, grabbed your sandwich and thought about the germs you could be passing from your hands to the food and into your system? When running water or soap isn't an option, you need to reach for the Sanitizer."

Each .5 OZ bottle of The Adventure® Hand Sanitizer contains 150 applications. **MSRP\$4.50.** The Sanitizer is also available in a 1.7 OZ. Foamer (**MSRP\$4.99**).

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Additionally, the company markets a wide range of survival products, including its top-selling Thermo-Lite® Bivvy Sack and Pocket Survival Pak™, and bug repellants and bite treatments, such as Ben's® insect repellent and the world-famous AfterBite®. More recently, the company has expanded into the hygiene category, with the release of the Adventure® Hand Sanitizer and exclusive distribution into the outdoor retail channel of Fresh Bath™ Wipes, both of which help reduce the likelihood people will contract an illness while out in the field.

For more information, visit www.adventuremedicalkits.com



***AMK'S NEW ALCOHOL-FREE FRESH BATH TRAVEL WIPES OFFER
OUTDOOR ENTHUSIASTS HYGIENE SAFETY & CONVENIENCE WHILE
TRAVELING ABROAD OR HIKING IN THE BACKCOUNTRY***

OAKLAND, Calif. (SPRING 2011) -- There are few things as exhilarating as the workout from hoofing it on an all-day hike or paddling on a lengthy canoe trip...except maybe a nice warm shower? Of course, enjoying the outdoors means leaving behind some of civilization's more cherished amenities -- like running water. But it shouldn't mean outdoor enthusiasts need to give up on feeling clean.

Fresh Bath® Travel Wipes (MSRP\$4.50), distributed exclusively by Adventure® Medical Kits, are rinse-free wipes that neutralize the odor and eliminate the bacteria that can build up over time, leaving hikers, paddlers and backpackers feeling refreshed. Each heavy duty 5" x 8" wipe contains a unique formula of Vitamin A and E with Aloe Vera, which helps to gently cleanse and moisturize the skin. The wipes are also alcohol free, so they won't dry out the skin. Ideal for hiking, backpacking *and* traveling, it's the next best thing to taking a shower! Also available from AMK are larger 8" x "10 Fresh Bath Body Wipes (MSRP\$4.99), which are ideal for family camping.

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Additionally, the company markets a wide range of survival products, including its top-selling Thermo-Lite® Bivvy Sack and Pocket Survival Pak™, and bug repellants and bite treatments, such as Ben's® insect repellent and the world-famous AfterBite®. More recently, AMK has established an exclusive partnership with Z-Medica® (maker of the hemostatic products QuikClot® and QuikClot® Nosebleed) to distribute its products in the outdoor and sporting goods retail channels. For more information, visit www.adventuremedicalkits.com



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***AMK'S PETCLOT® HELPS HUNTERS SAVE INJURED DOGS
U.S.-MILITARY APPROVED HEMOSTATIC TECHNOLOGY STOPS SEVERE
CANINE BLEEDING IN MERE MINUTES***

OAKLAND, CA – (WINTER 2011) – Adventure® Medical Kits, the leading developer of safety and survival gear for outdoor enthusiasts, now offers hunters, hikers and other dog lovers, the ultimate solution for treating the most serious wounds their four-legged companions can sustain in the backcountry.

Developed by Z-Medica Corp., PetClot® is based on the same technology found in the hemostatic products it designs for consumers and the U.S. Military.

Consisting of a porous sponge fabric that contains tiny beads of the mineral Zeolite, when placed onto a dog's wound PetClot® conforms to the shape of the injury and rapidly stops venous and arterial bleeding in less than five minutes. By contrast, conventional methods for stopping pet bleeding, such as applying direct pressure, can take between 10 minutes to 30 minutes to clot blood, but by that time it can be too late for your four-legged friend.

When PetClot® comes into contact with blood, the Zeolite beads rapidly absorb smaller water molecules from the blood, leaving the larger platelet and clotting factor molecules behind in a highly concentrated form – a process that promotes extremely rapid clotting and prevents severe blood loss.

“Whether you’re on a lengthy hunting, hiking or camping trip, or just out for a walk in the woods, PetClot offers dog owners the peace of mind that they can treat any serious wound that their pet might suffer,” says AMK co-founder Frank Meyer.

Safe to use on all animals, QuikClot®’s FDA-approved low-heat formula is biologically inert, so there’s no chance of an allergic reaction occurring. And unlike competitor products, which often come in the form of loose granules, there’s no risk of QuikClot® scattering, due to windy conditions or becoming easily activated by rain or water.

Adventure Medical Kits offers a 25 g pack PetClot® for MSRP\$19.99. Currently, AMK also exclusively distributes the Trauma Pak with QuikClot®, QuikClot® Sport, QuikClot® Silver, QuikClot® Home, QuikClot Travel® and QuikClot Nosebleed® in the sporting goods, outdoor specialty and hunting retail channels.

About QuikClot®

Developed by Z-Medica Corp., QuikClot® is a hemostatic agent designed to stop high-volume -- including arterial and venous -- bleeding. QuikClot® works by removing the liquid components from blood, allowing the platelets to clot rapidly. Whereas blood can take between 10 to 30 minutes to clot, QuikClot® clots in less than five minutes. QuikClot® is made of a granulated mineral substance called Zeolite, which comes encased in a porous surgical sponge. It is biologically and botanically inert, leaving little chance of allergic reaction.

About Adventure® Medical Kits

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Additionally, the company markets a wide range of survival products under the SOL brand, including emergency and thermal bivvies; survival blankets; survival kits and hybrid gear repair, first aid and survival packs. It is also the exclusive distributor in the outdoor and sporting goods channel of DEET and DEET-free bug repellants Ben's® and Natrapel, respectively; and the #1 selling insect bite treatment AfterBite® --The Itch Eraser®. More recently, AMK and its parent company Tender Corp. have established exclusive partnerships with Z-Medica® (maker of the hemostatic product QuikClot®) and Strategic Science Technologies, LLC (maker of the foot moisturizing cream HealthiFeet®) to distribute both companies' products exclusively through food, drug, mass, sporting goods and outdoor specialty retail channels.

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**AMK NOW OFFERS OUTDOOR ENTHUSIASTS THE #1
PRODUCT FOR STOPPING TRAUMATIC BLEEDING, QUIKCLOT[®]
SPORT[™] AND QUIKCLOT[®] SILVER[™]
U.S. MILITARY-APPROVED HEMOSTATIC SPONGE STOPS BLEEDING IN
MERE MINUTES**

OAKLAND, CA – (WINTER 2011) – Adventure[®] Medical Kits, the leading developer of safety and survival gear for outdoor enthusiasts, now offers outdoor enthusiasts the ultimate solution for surviving the most serious of injuries they can encounter in the backcountry.

As the exclusive distributor of **QuikClot[®] Sport[™]** and **QuikClot[®] Silver[™]** for the outdoor and sporting goods retail channels, AMK is now able to provide hikers, climbers, mountain bikers, hunters and other outdoor enthusiasts with the most effective products for stopping bleeding from serious and life-threatening wounds.

“QuikClot Sport and QuikClot Sport Silver will undoubtedly help save the lives of countless outdoor enthusiasts who suffer severe bleeding injuries and are located hours or days away from professional medical care,” says AMK marketing director and co-founder Frank Meyer.

Developed by Z-Medica Corp., QuikClot[®] Sport[™] and QuikClot[®] Sport Silver[™] are sponges made of porous fabric that contain tiny beads of the mineral Zeolite. When placed onto a wound, the QuikClot[®] sponge conforms to the shape of the injury and rapidly stops even venous and arterial bleeding in under five minutes. By contrast, conventional methods for stopping bleeding, such as applying direct pressure, can take between 10 minutes to 30 minutes to clot blood, but by that time it can be too late.

HOW IT WORKS

QuikClot[®] acts as a molecular sieve, sifting molecules by size. When QuikClot[®] comes into contact with blood it rapidly absorbs smaller water molecules from the blood. Only the larger platelet and clotting factor molecules remain in the wound

in a highly concentrated form. This process promotes extremely rapid natural clotting and prevents severe blood loss.

U.S. MILITARY-APPROVED FORMULA

The U.S. military has used QuikClot® extensively on the battlefields of Iraq and Afghanistan, where it has saved scores of soldiers' lives. QuikClot®'s FDA-approved low-heat formula is biologically inert, so there's virtually no chance of an allergic reaction occurring. And unlike competitor products, which often come in the form of loose granules, there's no risk of QuikClot® scattering in windy conditions or becoming easily activated by rain or water.

AMK is currently offering 25 g and 50 g packs of QuikClot® Sport™ (MSRP\$12.99 and \$17.99) and QuikClot® Sport Silver™ (MSRP\$23.99 and \$39.99). While both stop bleeding equally as well, QuikClot® Sport Silver™ contains the added ingredient ionic silver, which fights fungi and bacteria growth including MRSA Staph bacteria and e-coli. QuikClot® Sport Silver™ is ideally suited for trips where outdoor enthusiasts anticipate being situated four hours or more from professional medical help. (For more info on QuikClot® see "QuikClot® Fact Sheet" or visit www.adventuremedicalkits.com/media).

Every year 50,000 people in the U.S. die from bleeding related to traumatic injury. By adding QuikClot® to AMK's product roster "we are further enhancing our goal of helping adventurers enjoy the outdoors safely," said Meyer.

"With QuikClot® in their medical kits hunters, climbers, hikers, mountain bikers and other adventurers in remote areas can rest a little easier knowing that they have the most advanced clotting agent to use in case the worst happens."

About QuikClot®

Developed by Z-Medica Corp., QuikClot® is a hemostatic agent designed to stop high-volume -- including arterial and venous -- bleeding. QuikClot® works by removing the liquid components from blood, allowing the platelets to clot rapidly. Whereas blood can take between 10 to 30 minutes to clot, QuikClot® clots in under five minutes. QuikClot® is made of a granulated mineral substance called Zeolite, which comes encased in a porous surgical sponge. It is biologically and botanically inert, leaving little chance of allergic reaction.

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QUIKCLOT® FACT SHEET

- QuikClot® is a hemostatic agent designed to stop high volume -- including arterial and venous -- bleeding.
- QuikClot® works by removing the liquid components from blood, allowing the platelets to clot rapidly.
- Whereas blood can take between 10 to 30 minutes to clot using direct pressure, QuikClot® clots in under five minutes.
- QuikClot® is made of a granulated mineral substance called Zeolite, which comes encased in a porous surgical sponge. It is biologically and botanically inert, leaving little chance of allergic reaction.
- The new QuikClot® Sport and QuikClot® Sport Silver contains Zeolite pre-loaded with water so that the exothermic reaction (heat generated) that occurs maxes out at 105 F, or about the temperature of a hot tub. The heat is generated from the speed with which the liquids are pulled out of the blood, enabling the blood platelets to coagulate. As such, it will not cause any burns if exposed to skin surrounding a wound.
- Zeolite has a massive surface area -- the sum of all the areas of all the shapes that cover the surface of an object. One teaspoon of Zeolite has roughly the same surface area as a football field.
- Currently, Zeolite has many uses in both industrial applications as well as household products. It's currently used in detergents (as a water softener), in insulated double glazed windows (to prevent condensation), in food packaging (to preserve food freshness) as well as in oil refineries where it acts as a molecular sieve to separate complex mixtures of hydro carbon based on size and other attributes.
- To use QuikClot®, remove excess blood from the wound with gauze and apply direct pressure over the QuikClot® sponge for a minimum of three minutes or until bleeding stops.
- QuikClot® is currently used by all branches of the U.S. military. U.S. ground troops have used QuikClot® extensively in Iraq and Afghanistan, where it has saved 150 lives. QuikClot® is also used by the U.S. Marines, U.S. Air Force, U.S. State Department, United Nations, C.I.A., F.B.I., N.A.T.O., and by government agencies in the U.K., Canada and Mexico.
- Blood loss from traumatic injury causes 50,000 civilian deaths a year in the United States alone, according to government statistics.

- QuikClot[®] is the only hemostatic product to achieve a 100% survival rate in comparative testing by the Office of Naval Research¹
- Why QuikClot[®] is superior to Celox[™] and other hemostatic agents:
 - It's easy to use.
 - Since the Zeolite is contained in a surgical mesh pouch, it can be applied, no matter what position the victim is in.
 - No mess to clean out after use.
 - By contrast, Celox[™] is essentially a bag of loose granules which are meant to be poured onto a wound; however, these granules can easily be washed away by a pumping artery, scatter in the wind or become activated by rain.
 - The Celox[™] granules also cause a mess, which must be cleaned up once the bleeding has stopped.
- Adventure[®] Medical Kits is the exclusive distributor in the outdoor market of QuikClot[®] Sport and QuikClot[®] Sport Silver – two products designed specifically for the general sports and adventure enthusiast in mind, particularly those whose outdoor activities carry the possibility of a bleeding injury far from professional medical attention. QuikClot[®] Sport comes in 25 g and 50 g packs (MSRP\$12.99 and \$17.99); QuikClot[®] Sport Silver, which features ionic silver – an ingredient that fights off fungi and bacteria growth including MRSA Staph bacteria and e-coli – is also available in 25 g and 50 g packs (MSRP\$23.99 and \$39.99).

¹ Application of a Zeolite Hemostatic Agent Achieves 100% Survival in a Lethal Model of Complex Groin Injury in Swine,”- J Trauma. 2004;56:974-983, Hasan B. Alam, MD
 “Comparative Analysis of Hemostatic Agents in a Swine Model of Lethal Groin Injury” - J Trauma. 2003;54:1007-1082, Hasan B. Alam, MD.



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ADVENTURE® MEDICAL KITS BURN & BLISTER TREATMENT BLITZ!

Three New Blister Treatment Options to Help You Get Back on the Trail

Oakland, CA (SUMMER 2010) -- Building upon its reputation as a leading innovator in the development of medical kits, Adventure® Medical Kits now offers a comprehensive line of products designed to help outdoor enthusiasts treat and prevent blisters. AMK's lineup of award winning blister treatments includes **Adventure® Medical Kits' GlacierGel™ Advanced Blister & Burn Dressings**, **Adventure® Medical Kits' Moleskin** and **Adventure® Medical Kits' Blister Medic™**. AMK's expanded presence in the category reflects the increasing consumer demand for effective blister treatment.

Says AMK's marketing director Frank Meyer, "Blisters are one of the top five reasons why people abandon their trips in the outdoors."

"With AMK's NEW selection of branded blister products," Meyer continued, "we will be able to offer our consumers and retailers the most comprehensive blister treatment program available and at a variety of attractive price points."

GlacierGel™ Advanced Blister & Burn Dressings

With its patented second generation Hydrogel technology, AMK's GlacierGel™ Advanced Blister & Burn Dressings give outdoor enthusiasts the ability to eliminate the nagging pain of blisters and burns on contact, allowing them to get back on the hiking trail. Soft, cooling and absorbent, the oval-shaped GlacierGel™ Dressings contain 50% water (Hydrogel) and provide an immediate and highly effective cushion against friction to sensitive skin.

GlacierGel™ acts as a waterproof and breathable membrane, allowing excess moisture from a blister to escape through the dressing's backing film; this feature reduces the risk of skin maceration occurring. GlacierGel™'s waterproof Polyurethane film backing also protects the blister area from bacterial and viral contamination and helps promote rapid healing. Because the Hydrogel pad creates a moist environment, it facilitates cell movement, which speeds the healing process. The transparency of the GlacierGel™ dressing also offers a key benefit. It enables the wound and healing process to be monitored without the need to remove the dressing, which avoids unnecessary wastage and possible external contamination.

The GlacierGel™ plasters can also be used to prevent blisters, when placed on hotspots or areas of the foot where blisters typically develop. Featuring an enhanced adhesive, the GlacierGel™ dressings will stay in place for three to four days. **New Packaging:** New for this year AMK is introducing DryFlex bags for GlacierGel™ and all of its blister treatments. The new DryFlex™ bag reduces packaging by 65%, and is also waterproof, re-sealable and reusable. GlacierGel™ Advanced Blister & Burn Dressings (comes with six dressings) retail for **MSRP\$10.00**.

Moleskin

AMK's new super soft and super adhesive Moleskin blister treatment is also now easier for consumers to use. AMK's Moleskin features pre-cut shapes and sizes, which means there's no messing with scissors on the trail. AMK's new Moleskin pack includes 24 dressings with five unique anatomical shapes for easy application on those hard-to-fit areas. The larger oval shape pieces include pre-cut inner holes for creating a "donut" to isolate the blister and to prevent further rubbing against your sock or boot. AMK's new Moleskin is ideal for applying on your foot after you have started to get hotspots in order to prevent further rubbing, or as protection and pain relief from a fully developed blister. **MSRP\$6.00.**

Blister Medic™

AMK's Blister Medic™ rounds out the family of blister products by combining GlacierGel™, Moleskin, antiseptic towelettes and alcohol wipes into one complete ultralight foot care kit. Ideal for families or groups, Blister Medic™ -- which includes 13 dressings and 15 wipes -- offers solutions to every blister problem you're likely to encounter. **MSRP\$10.00.**

Artwork available upon request: sashdown@tendercorp.com

About Adventure® Medical Kits

Adventure® Medical Kits, a division of Tender Corporation, is the world leader in developing innovative first aid and outdoor survival products that help people enjoy safe outdoor adventures. Co-designed with top emergency, outdoor, marine and travel medicine experts, AMK's activity-specific medical kits are specially designed to prevent and treat common injuries and ailments that occur during outdoor activities, including mountaineering, hunting, sailing, hiking or traveling.

Additionally, the company markets a wide range of survival products under the SOL brand, including emergency and thermal bivvies; survival blankets; survival kits and hybrid gear repair, first aid and survival packs. It is also the exclusive distributor in the outdoor and sporting goods channel of DEET and DEET-free bug repellants Ben's® and Natrapel, respectively; and the #1 selling insect bite treatment AfterBite® --The Itch Eraser®. More recently, AMK and its parent company Tender Corp. have established exclusive partnerships with Z-Medica® (maker of the hemostatic product QuikClot®) and Strategic Science Technologies, LLC (maker of the foot moisturizing cream HealthiFeet®) to distribute both companies' products exclusively through food, drug, mass, sporting goods and outdoor specialty retail channels.

Web: www.adventuremedicalkits.com

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***TENDER CORP.'S HEALTHIFEET® OFFERS RELIEF FROM PAIN
CAUSED BY POOR FOOT CIRCULATION
OVER THE COUNTER MOISTURIZING CREAM IDEAL FOR PEOPLE
BATTLING DIABETES, NEUROPATHY OR JUST PLAIN COLD FEET***

LITTLETON, N.H. (SUMMER 2011) – Tender Corp., a leading manufacturer of products for active lifestyles, today announced the release of HealthiFeet®.

A topical moisturizing cream clinically proven to relieve foot discomfort, HealthiFeet® contains L-Arginine, a naturally occurring amino acid which the body uses to regulate circulation. The L-Arginine in HealthiFeet® is transported through the skin by a patented delivery system, restoring normal temperatures to cold feet and keeping them warm and healthy. Developed by SST Inc., HealthiFeet®'s patented penetrating formula naturally absorbs through your skin, exactly where you need it.

"Our feet mirror our overall health," says Tender CEO Jason Cartwright. "Conditions such as nerve and circulatory disorders," he added, "often show their first symptoms in the feet. With three out of four Americans experiencing serious foot problems at some point in their lives, proper foot care becomes critical to maintaining a healthy, balanced lifestyle. Using HealthiFeet Foot Cream regularly is essential to maintaining *healthy* feet."

Proper foot care is especially important for people with neuropathy or diabetes. Poor circulation in the feet of people with diabetes results in 82,000 foot amputations each year¹. However, comprehensive foot care programs have been shown to reduce amputations by 50%.²

When used as directed, the podiatrist-recommended HealthiFeet® has been clinically proven to increase blood flow by 33% - 35% and foot temperature by five to eight degrees.³ As such, HealthiFeet® also provides a much-needed solution for people who suffer with everyday cold feet.

HOW TO APPLY HEALTHIFEET®

Simply rub HealthiFeet® Foot Cream into the feet for five minutes, liberally covering the entire foot, top and bottom. The warmth will occur gradually and is an indication that HealthiFeet® is working to restore normal temperatures to your feet. Apply the cream twice per day, morning and evening, for seven days. After seven days, apply once per day to maintain soft, healthy feet.

¹ American Diabetes Association

² National Institute of Diabetes and Digestive and Kidney Diseases "Ten Agencies Launch National Campaign to Reduce Amputation Rate"

³ *Diabetes Care*, Volume 27, Number 1: 284-285, 2004 - When used as directed, after seven days the podiatrist-recommended HealthiFeet® has been clinically proven to increase blood flow by 33% - 35% and foot temperature by five to eight degrees.

HealthiFeet® comes in **1.8 OZ (MSRP\$9.99)** and **4 OZ (MSRP\$19.99)** tubes. HealthiFeet® is available nationally at **Walgreens** and other leading food and drug retailers.

About Tender Corporation

Tender Corporation is a privately owned and operated business located in the heart of the White Mountains in Littleton, NH. The company maintains offices and distribution centers in Mississauga, Ontario; Rotterdam, Holland; and Newbury, England. Currently, its products are distributed worldwide in over 40 countries. Founded in 1975, the firm manufactures and markets the world-famous insect bite treatment, After Bite® -- The Itch Eraser™; a full line of well-known insect repellents, first-aid treatments, sunburn and windburn products; as well as activity-specific first aid kits and survival gear through its outdoor division Adventure® Medical Kits.

More recently, Tender has established exclusive partnerships with Z-Medica® (maker of the hemostatic product QuikClot®) and Strategic Science Technologies, LLC (maker of the foot moisturizing cream HealthiFeet®) to distribute their products through food, drug and mass retail channels. The company also maintains a contract packaging division, which produces OTC products for a variety of clients. Complete product information is available on the company's web site: www.tendercorp.com

Web: HealthiFeet.com

Facebook: HealthiFeet

Twitter: HealthiFeet

High Altitude Mountaineer Will Cross Joins Tender's HealthiFeet® Team to Raise Awareness On Foot Care for People Battling Diabetes

Tender Corp. today announced that it has teamed up with world renowned high altitude mountaineer and adventure athlete Will Cross to help educate the public on the importance of proper foot care for people with diabetes.

Littleton, N.H. (PRWEB) November 11, 2009

[Tender Corp.](#), a leading manufacturer of over-the-counter topical cream and first aid products designed to enhance consumers' quality of life, today announced that it has joined forces with world renowned high altitude mountaineer and adventure athlete Will Cross to help educate the public on the importance of proper foot care for people with diabetes.

Diagnosed with Type I diabetes 32 years ago, Cross has not let his condition stop him from amassing an impressive list of accomplishments, which includes successfully climbing the highest peaks -- including Mount Everest -- on all seven continents; walking to both the North and South Poles; and participating in expeditions in Patagonia, Mountains of the Moon and the Sahara Desert.

On all of his adventures, Cross's diabetes has been a constant companion, forcing him to take extra precautions with his health -- especially his feet.

"When I'm on a climb or expedition, I subject my feet to extremely cold temperatures and a lot of wear and tear," says Cross, adding, "with diabetes I have to make doubly sure that they're healthy."

People who have diabetes are often afflicted with serious foot problems, which, if left untreated, can become deadly. Diabetes impairs blood flow to the feet. A loss of normal sensation in the feet can cause sores and ulcers to develop, which can become infected and ultimately require amputation. Poor circulation in the feet of people with diabetes results in 82,000 foot amputations each year.* Studies show that half of patients who lose a foot to amputation die within five years. However, comprehensive foot care programs have been shown to reduce amputations by 50%.**

Along with careful, daily inspection of his feet, Cross uses HealthiFeet®, a new moisturizing cream designed to improve the foot health of people who suffer from the pain associated with poor foot circulation or just plain old cold feet.

Clinically Proven Results:

When used as directed, the podiatrist-recommended HealthiFeet® has been clinically proven to increase blood flow by 33% - 35% and foot temperature by five to eight degrees.*** HealthiFeet® contains L-Arginine, a naturally occurring amino acid which the body uses to regulate circulation. The L-Arginine in HealthiFeet® is transported through the skin by a patented delivery system, restoring normal temperatures to cold feet and keeping them warm and healthy.

"Usually, when I come home from an expedition climbing Mount Everest, my feet remain numb for the next six weeks, due to the exposure to the cold and because of my diabetes," says Cross, who began using HealthiFeet two weeks after returning from a recent climb of the world's highest mountain.

"However," he added, "after using HealthiFeet for just seven days, I began to feel definite sensation in my feet once again -- which is a huge improvement."

Cross says that adding HealthiFeet® to his daily foot care regimen greatly enhances his ability to control an important aspect of his condition, "and allows me to focus on what's important -- helping other people battling diabetes to achieve their goals."

A member of the prestigious Everest Speakers Bureau, Cross is also a highly sought after motivational speaker, who delivers numerous speeches each year on how he manages his diabetes and maintains a successful career as an adventure athlete to nonprofit groups, like Children With Diabetes; retailers, including Wal-Mart and REI; and various professional medical organizations.

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Will Cross on Mount Everest

“Poor circulation in the feet of people with diabetes results in 82,000 foot amputations each year”

Contact

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Attachments



Will Cross
 After climbing Mt. Everest, Cross's feet can remain numb for up to six weeks.



Podiatrist-recommended HealthiFeet.
 HealthiFeet contains L-Arginine, a naturally occurring amino acid which the body uses to regulate circulation.



HealthiFeet alleviates pain associated with cold feet.
 When used as directed, the podiatrist-recommended HealthiFeet has been clinically proven to increase blood flow by 33% - 35% and foot temperature by five to eight degrees.



Will Cross on Mount Everest.
 An accomplished mountain climber and adventure athlete, Cross was diagnosed with type 1 diabetes 32 years ago

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TENDER ADDS CHIGGER & ANT TREATMENT TO AFTERBITE® FAMILY

New Cooling Gel Formula Offers Rapid Relief from Pests in Southern and Midwestern Regions

LITTLETON, N.H. (SPRING 2011) – Tender Corp., a manufacturer of leading topical first aid products designed to enhance consumers' enjoyment of the outdoors and quality of life, today announced the release of **AfterBite® Chigger & Ant**.

The latest addition to America's #1 selling bite treatment **AfterBite® -- The Itch Eraser™**, **AfterBite® Chigger & Ant** was specially formulated to quickly eliminate the itching and swelling caused by bites and stings from chiggers and fire ants. A persistent problem in Southern and Midwestern states, chiggers and fire ants inflict painful bites and stings that can quickly ruin an enjoyable family outing, backyard barbecue or camping trip.

Chigger & Ant joins Tender's line of leading bite and sting treatments, which includes the extra strength **AfterBite® Outdoor**, the original **AfterBite®** and gentle, non-stinging **AfterBite® Kids**.

"With AfterBite Chigger & Ant, Mom will have a complete arsenal of solutions for treating the worst that nature's insects can throw at her family," says Tender CEO Jason Cartwright.

AfterBite® Chigger & Ant consists of a formula containing ammonia, baking soda and tea tree oil, all three of which have been used for years in home remedies for treating insect bites and stings. Unlike other products which only temporarily mask the itching, AfterBite® Chigger & Ant's formula attacks the pain and itching. The formula's antiseptic properties also work to fight against infection.



Chiggers and Fire Ants a Growing Problem

Each year more than 20 million people are stung by fire ants. Unlike mosquitoes, which sting only once, a single fire ant can sting repeatedly. Initially, the venom from fire ant stings result in a localized intense burning sensation, which often leaves behind a painful and maddeningly itchy pustule. If broken, the pustules can become infected,

which makes it doubly important to reduce scratching by using an effective anti-itch topical like AfterBite® Chigger & Ant. Chiggers, a member of the arachnid family, are the microscopic larvae of Harvest Mites. Contrary to popular belief, they do not suck blood. These parasites feed on the skin cells of animals, including household pets and humans. Chiggers do not actually bite or sting. Rather, they form a hole in the skin and then inject digestive enzymes, which break down the skin cells. They then chew up tiny parts of the inner skin, causing severe irritation and swelling. The severe itching, which occurs when the chigger detaches from its host, is accompanied by red pimple-like bumps, which can become quite painful and unsightly if not treated quickly with an antiseptic topical like AfterBite® Chigger and Ant.

Avoiding Chiggers & Ants

There is no fool-proof way to avoid these pests, Cartwright says, but families and outdoor enthusiasts can reduce the likelihood of coming in contact with them by steering clear of their habitats, including tall brush, weeds and undergrowth. They should, he says, also cover up any exposed skin, use a repellent containing a CDC-approved active ingredient such as DEET or Picaridin, and always carry AfterBite® Chigger & Ant, in case the inevitable happens.

“Whether Moms or outdoor enthusiasts live in areas where these pests are a perennial problem or are just visiting these regions on holiday, they need to be prepared with AfterBite® Chigger & Ant and Tender’s other AfterBite® products,” says Cartwright.

“The bugs will always be ready, so families need to be too.”

AfterBite® Chigger & Ant (MSRP\$3.99) will be available in a .7 oz. tube in SPRING 2009.

About Tender Corporation

Tender Corporation is a privately owned and operated business located in the heart of the White Mountains in Littleton, NH. The company maintains offices and distribution centers in Barrie, Ontario; Rotterdam, Holland; Newbury, England; and Oakland, California. Currently, its products are distributed worldwide in over 40 countries. Founded in 1975, the firm manufactures and markets the world-famous insect bite treatment, After Bite® -- The Itch Eraser™, a full line of well-known insect repellents, first-aid (treatments, sunburn and windburn products, as well as activity-specific first aid kits and survival gear through its outdoor division Adventure® Medical Kits.

More recently, Tender has established exclusive partnerships with Z-Medica® (maker of the hemostatic product QuikClot®) and Strategic Science Technologies, LLC (maker of the foot moisturizing cream HealthiFeet®) to distribute their products through

food, drug and mass retail channels. The company also maintains a contract packaging division, which produces OTC products for a variety of clients. Many of Tender's products are packaged in innovative ways that make them extremely convenient to use as well as environmentally responsible. Partial proceeds from the sale of the company's products go to Tender Corporation's Environmental Scholarship Fund. Complete product information is available on the company's web site: www.tendercorp.com



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AMK Launches Ben's® Clothing & Gear Insect Repellent
Single treatment provides 2 weeks of protection

OAKLAND, CA (March 3, 2011) – Adventure® Medical Kits (AMK), the leading developer of medical kits, survival gear and insect repellents and bite treatments for outdoor enthusiasts, today unveiled **Ben's® Clothing & Gear Insect Repellent**, a powerful new weapon designed to keep bugs from ruining a great outdoor adventure. Containing a Permethrin-based formula, Ben's® Clothing & Gear provides long lasting protection from annoying insects, which can easily burrow their way into tents, jackets and other gear and clothing items.

When sprayed directly on clothing, tents, and equipment, Ben's® Clothing & Gear kills ticks and insects on contact. One treatment of the unscented repellent lasts for up to two weeks.

"Ben's Clothing & Gear is the perfect complement to our line of DEET-based repellents, Ben's 30 and Ben's 100," said AMK marketing director Frank Meyer.

He continued, "With the addition of Ben's Clothing & Gear, we now offer a complete line of best-in-class insect repellents; whether its DEET-based Ben's, DEET-free Natrapel 8 hour or the country's #1 selling bite treatment, AfterBite – The Itch Eraser -- AMK has the solutions to tame all of your bug-related problems."

Available in a 6 oz spray, Ben's® Clothing & Gear Insect Repellent retails for MSRP\$6.99.

About Adventure® Medical Kits

Adventure® Medical Kits, a division of Tender Corporation, is the world leader in developing innovative first aid and outdoor survival products that help people enjoy safe outdoor adventures. Co-designed with top emergency, outdoor, marine and travel medicine experts, AMK's activity-specific medical kits are specially designed to prevent and treat common injuries and ailments that occur during outdoor activities, including mountaineering, hunting, sailing, hiking or traveling.

Additionally, the company markets a wide range of survival products under the SOL brand, including emergency and thermal bivvies; survival blankets; survival kits and hybrid gear repair, first aid and survival packs. It is also the exclusive distributor in the outdoor and sporting goods channel of DEET and DEET-free bug repellants Ben's® and Natrapel, respectively; and the #1 selling insect bite treatment AfterBite® --The Itch Eraser®. More recently, AMK and its parent company Tender Corp. have established exclusive partnerships with Z-Medica® (maker of the hemostatic product QuikClot®) and Strategic Science Technologies, LLC (maker of the foot moisturizing cream HealthiFeet®) to distribute both companies' products exclusively through food, drug, mass, sporting goods and outdoor specialty retail channels.

Web: www.adventuremedicalkits.com

Facebook: Ben's Tick & Insect Repellent

Twitter: BensBugSpray

DON'T GET BITTEN, GET BEN'S!

ALCOHOL-FREE BEN'S® WIPES OFFER OUTDOOR ENTHUSIASTS 8 HOURS PROTECTION IN CONVENIENT DELIVERY SYSTEM

Littleton, N.H. (SPRING 2010) – In its ongoing effort to provide hikers, hunters, anglers, campers and other outdoor enthusiasts with the most effective tools for defeating biting insects, Tender Corp. today announced the release of **Ben's® 30 Tick & Insect Repellent Wipes**. Ben's® 30 Wipes offer outdoor enthusiasts the same effective alcohol-free 30% DEET-based formula that the Ben's brand is famous for, but in a delivery system that affords far greater application control and convenience.



Ben's® 30 Wipes offer outdoor enthusiasts the same effective alcohol-free 30% DEET-based formula that the Ben's brand is famous for, but in a delivery system that affords far greater application control and convenience.

"Windy conditions often accompany our best days in the outdoors, which can make it difficult to apply repellent using conventional methods such as sprays and pumps without over spraying occurring," says Tender Corp.'s CEO, Jason Cartwright.

Cartwright continued, "Since you can apply the repellent on the Ben's 30 Wipes directly to the skin or clothing, neither wind nor rain can prevent you from fully administering the product and protecting yourself."

Along with greater control, Ben's® 30 Tick and Insect Repellent Wipes also provide greater convenience. Available in 12 pc box (MSRP\$4.99), Ben's® 30 Wipes can be easily stowed in your pocket or day pack, when you need to travel light.

Made by Tender Corporation (the makers of After Bite® -- The Itch Eraser™), Ben's® 30 Tick and Insect Repellent is comprised of a water-based solution containing 30% of the active ingredient DEET. The CDC (Centers for Disease Control and Prevention) recognizes repellents containing DEET as providing consumers with the most effective protection against bites from mosquitoes, including those infected with West Nile Virus (WNV), and from ticks, which are responsible for the spread of Lyme Disease.

'The Ben's® 30 Difference': ALCOHOL FREE

Unlike most DEET repellents, which contain alcohol, Ben's® 30 is a water-based solution -- a significant difference for outdoor enthusiasts for several key reasons. Alcohol evaporates more quickly than water, and when it does it takes the active ingredient along with it; as such, a water-based repellent like Ben's® 30 lasts longer. Alcohol also dries out the skin and will aggravate existing cuts and scrapes when applied; water-based repellents won't.



Formula keeps you protected for up to 10 hours with just one application.

Lastly, water-based repellents are also safer; since it contains no alcohol, Ben's® 30 won't catch on fire.

The Right Size and Level of Protection for All Outdoor Activities

With West Nile Virus, Lyme Disease, Malaria, Eastern Equine Encephalitis and other dangerous insect-borne diseases a growing concern during warmer weather months, outdoor enthusiasts need a repellent that they can trust will provide effective protection, and Ben's® 30 more than fits the bill. Ben's® 30 with DEET offers up to eight hours of protection per application and, best of all, it's also safe to apply to children. According to the **American Academy of Pediatrics**, repellents containing a DEET concentration level of 30%, such as **Ben's® 30**, are safe to apply to infants over two months.



Ben's® 30 1.25 oz bottle can be stored conveniently in a pocket or glove box for quick retrieval.

For a stronger level of DEET protection, Tender also offers **Ben's® 100 Max Formula**, which keeps you protected for up to 10 hours with just one application. Containing 98% DEET, Ben's® 100 is ideal for hunters, anglers and other outdoor enthusiasts who are traveling in heavily bug-infested areas within North America or around the globe. In addition to the Wipes, Ben's® 30 comes in a variety of other sizes, including a large 6 oz. Eco-Spray can (MSRP\$7.99); a 4 oz. pump (MSRP\$5.99); and a 1.25 oz bottle (MSRP\$4.49), which can be stored conveniently in a pocket or glove box for quick retrieval.

BEN'S® 30 BENEFITS

- ALCOHOL-FREE WATER-BASED SOLUTION PROVIDES LONGER LASTING PROTECTION
- WATER-BASED DEET FORMULA WON'T AGGRAVATE THE SKIN LIKE ALCOHOL-BASED DEET REPELLENTS CAN
- ALCOHOL-FREE FORMULA POSES NO POTENTIAL FIRE HAZARD

Links

American Academy of Pediatrics' Summer Tip Sheet:

<http://www.aap.org/advocacy/releases/summertips.htm>

Centers for Disease Control & Prevention (CDC)

<http://www.cdc.gov>

About Tender Corporation

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Natrapel® 8 hour Fact Sheet

1. Natrapel® 8 hour contains 20% of the active ingredient Picaridin. Also known as KBR3023, it has been in worldwide use since 1998 and is one of the best selling active ingredients in repellents sold in Europe and Australia.
2. In 2000, the World Health Organization proclaimed that, due to its safety and effectiveness, Picaridin was the product it recommended for repelling Malaria-carrying mosquitoes. They noted that under some circumstances it was even more effective than DEET.
3. In 2005, the CDC recognized Picaridin as one of only three active ingredients (the others are DEET and Oil of Lemon Eucalyptus) that effectively repel mosquitoes. The CDC went on to conclude “evidence indicates that [Picaridin] works very well [at repelling insects], comparable to DEET products of a similar concentration.”
4. Mild smelling and non-greasy, Picaridin is gentle on sensitive skin.
5. Natrapel® 8 hour's Picaridin-based formula is gear-safe, meaning it won't ruin fishing line, camera lenses or other important plastics like DEET can.

Source: Tender Corp.



DEET-free
protection for 8
hours of activity!

NATRAPEL® 8 HOUR PROVIDES SAFE, DEET-FREE BUG BITE PROTECTION

*Natrapel®'s 'Ditch the Deet' Online Photo Contest to offer FREE
vacations to New Hampshire's White Mountains*

LITTLETON, N.H. (SPRING 2011) – It has become that dreaded rite of summer: as soon as the bugs come out, so does the DEET. And while many consumers loathe the heavy chemical smell and greasy feel of DEET-based repellents, they've continued to use them. Why? The reality is that the non-DEET repellents available have simply not worked as well – until now.

In response to consumer demand for a DEET-free repellent that's as effective as DEET, Tender Corp. has developed the NEW **Natrapel® 8 hour**. Containing 20% of the active ingredient Picaridin, Natrapel® 8 hour offers families up to eight hours of protection from mosquitoes, black flies, ticks and other biting insects.

“Our research has shown overwhelmingly that a majority of consumers harbor serious concerns about the health effects of DEET repellents but have continued to use them, because there's been no suitable alternative,”¹ says Tender's CEO Jason Cartwright.

“With the introduction of the new Natrapel® formula, Tender is fulfilling a long-standing consumer need for a repellent that works as well as DEET but has none of its perceived health concerns,” he added.



New Natrapel 8
hour's
continuous
spray bottle
provides
protection for
those hard to
reach areas.

In head-to-head studies², the new Natrapel® 8 hour equaled the level of protection or bettered that of medium-DEET products for a majority of the most common biting insects, including disease carrying mosquitoes (which are responsible for the spread of West Nile Virus) and ticks (which are responsible for the spread of Lyme Disease). Last Fall, a new EPA-approved study revealed that the 20% Picaridin Spray formula used in Natrapel® 8 hour provided 12-plus hours of protection against mosquitoes -- two hours more than what 100% DEET-based repellents can offer. (See Lanxess press release for more info.)

Unlike DEET-based products, the New Natrapel® 8 hour is non-oily, non-greasy and offers a mild scent rather than the heavy repellent smell that consumers have had to put up with if they wanted to stay protected.

Safe for the whole family, Natrapel® 8 hour is equally well suited for the backyard and the backcountry. Hunters, anglers and hikers can breathe a sigh of relief knowing that Natrapel®'s as effective as DEET formula won't ruin fishing line or sunglasses, should they inadvertently happen to spray some on these or any other plastic or synthetic-based materials. Natrapel® is also ideal for gardeners, too. Unlike DEET, Natrapel® 8 hour won't burn your lawn or ruin your flowers.

Natrapel® 8 hour will be available in Spring 2010 in a 3.5 oz. pump (MSRP\$5.99), convenient 12-piece wipes (MSRP\$5.99) and a 5 oz. continuous spray bottle. **NEW** for this year, the continuous spray bottle delivers a steady stream of insect repellent at any angle, making it ideal for protecting those especially hard to reach areas.

'DITCH THE DEET' SPRING SWEEPS: This Spring, Tender and its outdoor subsidiary Adventure® Medical Kits, will support Natrapel® 8 hour with a **'Ditch The Deet' online photo contest**, the centerpiece of which will include a FREE trip for a family of to **New Hampshire's picturesque White Mountains region**. There will also be an array of secondary prizes provided by The White Mountains Attraction Association, Eastern Mountain Sports, the

New Hampshire Department of Economic Development and the Manchester-Boston Regional Airport. To contest kicks of May 1st. To enter your photo in the contest, visit www.ditchthedeet.com

For more information on the new Natrapel[®] 8 hour, check out the “Natrapel[®] 8 hour Fact Sheet”.

About Tender Corporation

Tender Corporation is a privately owned and operated business located in the heart of the White Mountains in Littleton, NH. The company maintains offices and distribution centers in Barrie, Ontario; Rotterdam, Holland; Newbury, England; and Oakland, California. Currently, its products are distributed in over 40 countries. Founded in 1975, the firm manufactures and markets the world-famous insect bite treatment, After Bite[®] -- The Itch Eraser[™], a full line of well-known insect repellents, first-aid treatments, sunburn and windburn products, as well as activity-specific first aid kits and survival gear through its outdoor division Adventure[®] Medical Kits.

More recently, Tender has established exclusive partnerships with Z-Medica[®] (maker of the hemostatic product QuikClot[®]) and Strategic Science Technologies, LLC (maker of the foot moisturizing cream HealthiFeet[®]) to distribute their products through various retail channels. The company also maintains a contract packaging division, which produces OTC products for a variety of clients. Many of Tender’s products are packaged in innovative ways that make them extremely convenient to use as well as environmentally responsible. Partial proceeds from the sale of the company’s products go to Tender Corporation’s Environmental Scholarship Fund. Complete product information is available on the company's web site: www.tendercorp.com

Follow us online!

Web: www.ditchthedeet.com

Facebook: Natrapel

Twitter: Natrapel

¹ In 2007, Tender Corp. conducted 1,200 habit and attitude studies in northern and southern U.S. markets. 89% of respondents noted health concerns about using DEET.

² See “Efficacy Data on Bayrepel” 2007 Study on “Natrapel[®] 8 hour” Fact Sheet.

BE READY FOR THE BUGS!

BENZOCAINE-FREE AFTERBITE® COMBO PACKS PROVIDE LONG LASTING RELIEF FROM STINGS AND BITES IN THE BACKYARD AND THE BACKCOUNTRY

Littleton, NH – (SPRING 2011) – With the warmer weather just around the corner, thoughts will soon turn to enjoying the outdoors once again. But along with the warmer temps, bugs – and bug bites – are sure to follow. That's why outdoor enthusiasts need to be ready with the #1 selling insect bite treatment, **AfterBite® -- The Itch Eraser®**.

New for this Spring, Tender Corp. is unveiling two more trusted solutions to help consumers take the Ouch Out of the Outdoors: **AfterBite® Backyard** and **AfterBite® Outdoor**. Offering a double shot of bite relief, the **Backyard Combo Pack** includes a .5 Oz tube of the original, ammonia-based Itch Eraser and a .7 Oz tube of **AfterBite® Kids**, a cream formula consisting of baking soda, tea tree oil and vitamin E. AfterBite® Kids provides children with gentle relief from the pain and swelling that accompanies the scariest of insect bites and stings that can occur in the backyard.



AfterBite® Backyard Combo Pack includes AfterBite® Backyard and AfterBite® Kids.

Likewise, families and outdoor enthusiasts need to be equally ready for the bug bites that can happen while on hikes, camping trips and on the beach, where they could also sustain stings from jelly fish and other marine life. For such occasions, Tender offers the **AfterBite® Outdoor Combo Pack**, featuring AfterBite® Kids and **NEW AfterBite® Outdoor**. Containing a powerful yet soothing, gel formula of baking soda, ammonia and tea tree oil, **Outdoor** is the go-to choice for the most aggressive bites and stings.



AfterBite® Outdoor Combo Pack includes AfterBite® Kids and AfterBite® Outdoor.

THE AFTERBITE DIFFERENCE

Unlike competitors' products, many of which contain **Benzocaine**, an ingredient which only temporarily masks the pain and itching of bites and stings for a few minutes - requiring multiple subsequent applications -- AfterBite®'s trusted family of unique formulas work to neutralize the bite or sting area, providing effective, longer lasting relief with just a single application. Additionally, all of the AfterBite® products contain special ingredients that moisturize the skin and help to fight against infection.

"Nothing sinks quality time in the outdoors quite like a painful insect bite or sting," said Tender CEO Jason Cartwright, adding, "with the new After Bite® combo packs, we're giving consumers of all ages the tools they need to tackle any insect bite or sting and allow them to get on with enjoying their favorite outdoor activities."

After Bite® Backyard and **After Bite® Outdoor** Combo Packs retail for \$5.99 each. Single packs of **After Bite®** (\$3.49), **After Bite® Outdoor** (\$3.99) and **After Bite® Kids** (\$3.99) can also be purchased separately.

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More recently, Tender has established exclusive partnerships with Z-Medica® (maker of the hemostatic product QuikClot®) and Strategic Science Technologies, LLC (maker of the foot moisturizing cream HealthiFeet®) to distribute their products through food, drug and mass retail channels. The company also maintains a contract packaging division, which produces OTC products for a variety of clients. Many of Tender's products are packaged in innovative ways that make them extremely convenient to use as well as environmentally responsible. Partial proceeds from the sale of the company's products go to Tender Corporation's Environmental Scholarship Fund. Complete product information is available on the company's web site: www.tendercorp.com



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AFTER BITE® KIDS®
Gentle Non-Stinging Formula, made with kids in mind

LITTLETON, N.H. (SUMMER 2011) - From the maker of the #1 selling insect bite treatment, **After Bite® -- The Itch Eraser®** -- comes a powerful new treatment just for children, **After Bite® Kids®**.

As sure as the sun will rise this summer, it will happen: kids will be bitten by insects and will feel inclined to scratch at their bites, further irritating the skin in the process. And when parents try to apply any number of existing insect bite treatments the inevitable will occur: their children will experience yet more stinging pain.

Thankfully, this won't happen with After Bite® Kids®. With the product's special non-stinging formula, kids will be happy to have their parents apply it. After Bite® Kids® provides children with fast, gentle relief from insect bites. Containing Tea Tree Oil (a known natural antiseptic), Baking Soda, Aloe Vera and Vitamin E, this unique cream formula will not only provide relief from insect bites but also helps to prevent infections. Being a cream just makes it that much easier to apply directly to the bite area and helps it to stay put there as well. With ingredients that grandma used in her home, After Bite® Kids® is today's convenient, ready-to-apply relief from insect bites. Not only a salve for the pain and irritation associated with insect bites, After Bite® Kids® is also effective at relieving other skin irritations, such as minor burns.



"Tender Corporation is already the leader in the insect bite treatment category with the original After Bite, so we know what works on bites and stings," says Tender Corporation President Jason Cartwright. He added, "Being parents ourselves, we strived to create a product that was both safe and effective and would not cause children to suffer any more discomfort before they experienced relief."

After Bite® Kids® will be a must-pack item for any parent with children on the go this summer. Available in an easy-to-apply .7 oz tube, After Bite® Kids® (MSRP\$3.99) fits perfectly in the first aid kit, medicine cabinet, glove box, tackle box and backpack. Consumers will only need it once this summer to know its value.

ABOUT TENDER CORPORATION

Tender Corporation is a privately owned and operated business located in the heart of the White Mountains in Littleton, NH. There are offices and distribution centers in Barrie, Ontario, Rotterdam, Holland and Newbury, England with distribution in over 40 countries. Founded in 1975, the firm manufactures the world-famous insect bite treatment, After Bite®, and a full line of well-known insect repellents, first-aid treatments and sunburn and windburn products as well as activity-specific first aid kits and survival gear through its outdoor division Adventure Medical Kits. Many Tender Corporation's products are packaged in innovative ways that make them extremely convenient to use as well as environmentally friendly. Partial proceeds from the sale of many of the company's products go to Tender Corporation's Environmental Scholarship

Fund. Complete product information is available on the company's web site:
www.tendercorp.com.



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Adventure Medical Kits Publishes
A Comprehensive Guide to Marine Medicine
by Esteemed Outdoor and Marine Medical Experts
Dr. Eric A. Weiss and Dr. Michael Jacobs

Offers Life-Saving Tips and Emergency Care Techniques for the Marine Environment

OAKLAND, Calif. (FALL 2008) – Adventure Medical Kits, the leading developer of first aid kits for outdoor and travel adventures, introduces *A Comprehensive Guide to Marine Medicine*, a new first aid book for boating and watersports enthusiasts. Developed by highly respected outdoor and marine first aid experts Dr. Eric A. Weiss and Dr. Michael Jacobs for sailors, paddlers, divers and watersports devotees, the book emphasizes prevention and treatment of illness and injury.

Topics range from CPR and wound management to submersion injuries, hazardous marine life and dive medicine. The 286-page book also includes supplementary material on evacuation of the sick and injured, use of a marine radio, water disinfection and life raft survival. The book is packaged inside most of Adventure Medical Kits' Marine Series first aid kits, or can be purchased directly from Adventure Medical Kits, www.adventuremedicalkits.com (\$16.95, plus shipping and handling).

"While at sea, miles away from shore and hours from medical assistance, it is critical to be prepared in the event of a medical emergency. Having a good medical kit and first aid book on board is as essential as carrying personal floatation devices and signal flares," said Dr. Jacobs, MD, medical director of Vineyard Medical Services on Martha's Vineyard, Mass. and MedSail founder and program director for the Medicine for Mariners and Safety at Sea Conferences. "This book is very user-friendly, with explicit, easy-to-follow instructions for evaluating and treating medical problems in the marine environment. The book complements the Marine Series medical kits; it facilitates

use of the kits' contents, and enables an effective response to medical emergencies and virtually every medical problem one is likely to encounter. "

Dr. Weiss, MD, FACEP, author of *Adventure Medical Kits' A Comprehensive Guide to Wilderness & Travel Medicine*, assistant professor of emergency medicine and associate director of trauma at Stanford University Medical Center, noted, "All kinds of boating and watersports lovers, from divers, power boaters and fishermen to sailors and offshore pleasure boaters, need to have access to effective first aid information, and this new book pulls it all together."

About Adventure® Medical Kits

Adventure® Medical Kits, a division of Tender Corporation, is the world leader in developing innovative first aid and outdoor survival products that help people enjoy safe outdoor adventures. Co-designed with top emergency, outdoor, marine and travel medicine experts, AMK's activity-specific products are specially designed to prevent and treat common injuries and ailments that occur during outdoor activities, including mountaineering, hunting, sailing, hiking or traveling. Many of the kits follow AMK's unique Easy Care™ system, which organizes hospital quality supplies into injury specific compartments, allowing the novice or pro to quickly and confidently administer first aid.

Additionally, the company markets a wide range of survival products, including its top-selling Thermo-Lite® Bivvy Sack and Pocket Survival Pak™, and bug repellants and bite treatments, such as Ben's® insect repellent and the world-famous AfterBite®. More recently, the company has expanded into the hygiene category, with the release of the Adventure® Hand Sanitizer and exclusive distribution into the outdoor retail channel of Fresh Bath™ Wipes, both of which help reduce the likelihood people will contract an illness while out in the field.

For more information, visit www.adventuremedicalkits.com

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**ADVENTURE® MEDICAL KITS PUBLISHES THIRD EDITION OF
A COMPREHENSIVE GUIDE TO WILDERNESS & TRAVEL MEDICINE, ITS
POPULAR OUTDOOR FIRST AID BOOK BY RESPECTED OUTDOOR MEDICAL
EXPERT DR. ERIC A. WEISS, M.D. FACEP**

***Most Widely Distributed Outdoor First Aid Book Offers Critical Life Saving Tips
for Wilderness and Everyday First Aid***

OAKLAND, Calif. (Summer 2009) – Adventure Medical Kits, the leading developer of first aid kits for outdoor and travel adventures, introduces a new third edition of *A Comprehensive Guide to Wilderness & Travel Medicine*, first published in 1992. Written by highly respected outdoor first aid expert Dr. Eric A. Weiss, the third edition includes several new wilderness and travel medicine topics, including: the latest recommendations in snake bite treatment, a completely updated travel medicine section, wound closure using skin glue, and how to perform a cricothyroidotomy to open a blocked airway. The book is available at leading book and outdoor retailers and can be purchased directly from Adventure Medical Kits, www.adventuremedicalkits.com (\$14.95, plus shipping and handling).

“First aid knowledge is critical when one is hours away from medical services,” stated Dr. Eric A. Weiss, M.D. “I wrote the third edition of *A Comprehensive Guide to Wilderness Medicine* to include the most current information in wilderness and travel medicine techniques.”

The third edition has over 220 pages, up from 200 in the second edition, and features more than twenty new illustrations on how to execute first aid measures.

“Ticks, splinters, snowblindness, gaping flesh wounds -- these are just a few of the maladies I've treated in the backcountry following the simple, straightforward instructions in previous editions of *A Comprehensive Guide to Wilderness Medicine*,” said Jonathan Dorn, editor-in-chief, *Backpacker*. “It's not the smallest pocket manual out there, but it packs a ton of information into less than five ounces, which makes it one of the smartest pieces of ultralight equipment you can carry.”

“*A Comprehensive Guide to Wilderness Medicine* is a powerful complement to the supplies and tools found in Adventure Medical Kits products,” stated Frank Meyer, marketing director for Adventure Medical Kits. “The book not only guides you in using the supplies found in the Adventure Medical Kits, but it has many improvisational tips for what to do when you don't have the supplies at hand. It's as

useful at home as in the field. The previous editions have been the most widely distributed books on outdoor first aid.”

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