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NATIONAL SURVEY REVEALS EIGHT OUT OF TEN AMERICANS ARE NOT PREPARED FOR NATURAL OR MAN-MADE DISASTERS

Company Announces Launch of New, Unique Product That Safeguards and Educates Families In the Event of Natural and Man-Made Disasters

SAINST LOUIS, MO – Tuesday, May 1, 2012 – Amidst the myriad of natural and man-made disasters occurring at an ever-increasing rate across the Nation and around the World, Saint Louis-based 72-hour emergency preparedness company, The Safety Junction, Inc. today announced its new online customization tool designed to provide families with consumer-friendly emergency preparedness products and education.

Based on a survey conducted by the American Red Cross that revealed the alarmingly low number of Americans actually prepared for natural or man-made disasters coupled with the rapidly increasing number of disasters striking the Nation, The Safety Junction began work on an exclusive 72-hour emergency preparedness product known as The Safety Junction Set, designed to make preparedness convenient and straight-forward.

In alignment with the Federal Emergency Management Agency's 72-hour emergency preparedness guidelines, The Safety Junction's unique product offering allows consumers to go online to www.thesafetyjunction.com and build a kit tailored to their family composition. In four easy steps, customers can build a Set specific to their needs taking into consideration factors such as geographic location, number of individuals and pets in a family, etc.

When a customer purchases a Set for his or her family, included in the purchase is a comprehensive emergency planning component not offered in any other emergency bucket, bag or backpack on the market. The Planning Bundle, one of six bundles of products included in the Family Preparedness Pack, offers product and planning education, advice on how to utilize and store products as well as a proprietary reminder notification system that alerts customers when items in the Set need to be replenished.

"We would like to make a positive and long-lasting difference in communities across the Nation," said Jen McMahon, Owner of The Safety Junction. "So many of us can site an instance where our close family members or friends have been impacted by natural or man-made disasters and that wasn't the case 10 or 12 years ago." "Our need as a Nation to be prepared has never been more apparent and we want to help at a very basic level by providing a convenient, straightforward way for families to prepare for 72-hour natural and man-made disasters."

McMahon added, "This is not just about selling a bag of emergency supplies; there is more to emergency preparedness than that and we have immersed ourselves in understanding all the elements needed to ensure our customers can minimize their disaster risks."

The Safety Junction equates its product portfolio to products within the life, car and health insurance industries with a "better to have it and not need it, than to need it and not have it" mindset. In addition to proactively helping families across the Nation prepare for natural and man-made disasters, The Safety Junction is donating a percentage of each Set sold to the American Red Cross Disaster Relief Fund to help those who have faced disasters repair, rebuild and regrow. The Safety Junction donations will help the American Red Cross Disaster Relief Fund provide food, shelter and counseling to people who need it whenever and wherever disasters occur.

The Safety Junction, Inc. is a Saint Louis-based organization focused on providing high-quality, customized 72-hour emergency preparedness sets and preparedness education to families. For more information, please contact Jen McMahon at jen@thesafetyjunction.com or at (314) 266-2532.

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