

FOR IMMEDIATE RELEASE

**FIRE SAFETY INNOVATOR CALLS COMPETITORS
TO MEET NEW ANSI/ISEA NATIONAL STANDARD**

iEvac Manufacturer Challenges Other Products on the Market to Submit For Stringent Testing and Accreditation

NEW YORK – November 9, 2009 – ElmrIDGE Protection Products, manufacturers of the iEvac – the only U.S. certified, life-saving air-purifying escape hood that provides the protection and time needed to escape from harmful fire-related gases, particles and physical hazards, announced today that it is calling upon other Respiratory Protective Escape Devices (RPEDs) manufacturers to meet the current American National Standard, in order to ensure the consumer market has safe choices in fire protection.

The iEvac is currently the only product on the market that meets and exceeds the American National Standard ANSI/ISEA 110, which tests RPEDs on their ability to both withstand the environment produced by a fire, as well as protect the wearer against toxic gases, harmful particulates and life-threatening physical hazards.

“There are a number of products on the market making wildly inaccurate claims about their ability to provide breathable, filtered air to a person evacuating a fire. Continuing to make these assertions without submitting their products for testing under the new American Standard is, quite frankly, irresponsible,” said Ira Gurvitch, president of ElmrIDGE Protection Products. “Home, business and building owners need to feel the products they are trusting with their safety in a fire will work as promised. An emergency situation is not the time to find out that a product doesn’t deliver. This new standard ensures the products brought into an evacuation plan will be the products that bring evacuees out safely.”

As the only product that can claim American certification, the iEvac has been tested by Intertek, Assay Technology and the U.S. Army Research, Development and Engineering Command, Edgewood Chemical Biological Center, manufactured in an ISO 9001 facility and certified by Safety Equipment Institute (SEI).

Qualified by the U.S. Department of Homeland Security, Office of the Safety Act, as an anti-terrorism technology, iEvacs have been purchased by the military; international, federal, state and local agencies; law enforcement; major corporations, high-rise building management, consumers and multi-dwelling building owners.

About iEvac

The iEvac is the only U.S. certified, life-saving air-purifying escape hood that provides the protection and time needed to escape from harmful fire-related gases, particles and physical hazards. The first fire hood to extend professional protection to the consumer

markets, the iEvac offers a lifeline to residents and tenants of multi-dwelling units and office buildings, concerned with safely navigating an escape route. It enables people to avoid the inhalation of smoke and dangerous gases like carbon monoxide – the number one killer of people in fires. The iEvac, along with a number of other life-safety solutions, are produced by Elmridge Protection Products. Please visit <http://www.elmridgeprotection.com> for more information.

Media Contact

Justin Finnegan

Fusion Public Relations

212.651.4214

justin.finnegan@fusionpr.com