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Aldelano International, Inc.
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For Immediate Release

Aldelano Offers Consumers The Opportunity To “Give the Gift of Preparedness” With a First-of-Its-Kind Survival Gift Kit

The Survival Gift Kit’s Sleek Design Provides an Attractive Alternative To Traditional Gift Giving Items

ONTARIO, Calif., June 25, 2008...Emergency Quick Kits – a division of Aldelano International Inc., a packaging company focused on disaster relief supplies – announces the introduction of its new **Survival Gift Kit**. The Survival Gift Kit is a first-of-its-kind item that has combined essential, life-saving emergency preparedness products and helpful survival tip sheets into a sleek, pre-packaged kit that is ready for immediate gift giving.

Emergency Quick Kits’ new Survival Gift Kit offers consumers the unique opportunity to give “the gift of preparedness,” thus helping their family members, friends and co-workers to *actively* prepare for unforeseen emergencies or disasters.

With its suitcase-like carrying case, unisex appeal and limitless age relevance, the Survival Gift Kit is tailor-made for the consumer gift-giving market and offers purchasers a unique alternative to traditional gift items such as flowers, gift cards and fragrances. Its manufacturers believe the idea will catch on quickly.

“The Survival Gift Kit will revolutionize the gift-giving industry,” says Al Hollingsworth, president and chief executive officer of Emergency Quick Kits and its parent company Aldelano International. “A product like this, that couples convenient, pre-packaged gift-giving with emergency preparedness has never existed before,” he says.

With the spate of disasters – earthquakes, hurricanes, fires, floods and tornadoes –that have permeated national and international news stories recently, many citizens are expressing concerns regarding their personal levels of emergency planning. However, studies show that fewer of them have actually *acted* on those concerns. *In the U.S., specifically, a recent survey by Citizen Corps showed African Americans, Hispanics and women to be the least prepared. The survey also showed these same three groups to have the highest levels of concern regarding preparedness.*

The U.S. Department of Homeland Security recommends that citizens should be prepared to survive independently for three days in the aftermath of a disaster. In response, the Survival Gift Kit has been designed to sustain an adult for up to

three full days – an important advantage in the event of a catastrophic emergency.

Packaged in a custom-designed carrying case, the Survival Gift Kit contains more than 50 individually-pieced items, including a fully-stocked first aid kit, 3600-calorie emergency food rations, U.S. Coast Guard approved drinking water, blankets that retain body heat, waterproof matches, a hooded survival poncho, a combination flashlight and power adaptor, water purification tablets, a nylon carrying bag and information on helpful survival tips. The kit also includes a Swiss knife and a 5-in-1 whistle that includes a compass, flint bar and a signaling mirror.

“Imagine the satisfaction of presenting someone a beautifully-packaged gift that could also save their life someday,” says Hollingsworth.

The Survival Gift Kit is the company’s latest addition to a line of emergency preparedness products that was inspired by Hollingsworth’s trip to flood-ravaged New Orleans immediately following the devastation left behind by Hurricane Katrina in 2005. The line of items includes a Survival Rations Kit; a GPS Tracker/Locator and the proprietary 4-in-1 Lifeline Emergency Manager (a combination cell phone charger, siren/flasher, and AM/FM radio).

Up until this point, emergency preparedness items had tended to be relegated to retailers’ back-shelves in the sporting goods, camping or hardware departments. Emergency Quick Kits sees the Survival Gift Kit as having enormous retail and consumer gift-giving potential. It has been custom-designed to show well next to other pre-packaged gift sets that are featured prominently at major retailers such as Wal-Mart, Target and Macy’s.

“This is a gift that sends a most powerful message of love and caring,” says Hollingsworth.

Background on the Manufacturers

Emergency Quick Kits and Aldelano International are owned by Al and Hattie Hollingsworth, successful entrepreneurs who also run Aldelano Packaging Corporation. With a 40 year track record in business, Aldelano Packaging Corporation is one of the nation’s leading minority-owned contract packaging companies. To order Aldelano’s emergency products, call 800-972-2599, or go to www.EmergencyQuickKits.com.

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A Case for Preparedness

Disaster & Emergency Preparedness Statistics

- According to the U.S. Geological Survey, in Southern California, the question is not if – but when. Scientists have determined there to be a greater than 99% chance of having a 6.7 or larger earthquake in California within the next 30 years. There is a 46% likelihood of one greater than 7.5 in the next 30 years.
- On **November 13, 2008**, the U.S. Geological Survey, the Southern California Earthquake Center and nearly 200 other partners in government, academia, emergency response, and industry will come together to enact the **ShakeOut Earthquake** – a **mock 7.8 magnitude earthquake** and disaster preparedness exercise that will be used as a basis for public drilling and emergency preparedness planning.
- Getting prepared for the ShakeOut Earthquake will help Southern Californians withstand other earthquakes of comparable size (magnitude 7.8). If citizens take no other additional actions for preparedness and mitigation, and an earthquake like the ShakeOut Earthquake or one similar occurs, it will cause some 2000 deaths, 50,000 injuries, \$200 billion in damages and severe, long-lasting disruption. These numbers could climb with each damaging aftershock.
- **How severe the damages will be following a devastating earthquake in Southern California will depend on the action that individuals, schools, businesses, churches, organizations and governmental agencies take now to get prepared.**

**Unless otherwise indicated, statistics have been provided by the U.S. Geological Survey.*