

1800prepare.com teams with Tough Gear to Help American Soldiers across the Globe

New York, NY - April 29, 2010 1-800-PREPARE.com © today announced a partnership with Tough Gear, the manufacturer of Survival Straps ©to help support American troops and defend their country. Whenever a Survival Strap is purchased through 1-800-PREPARE.com, an identical Survival Strap will be sent to a soldier serving the United States.

1-800-PREPARE.com and Tough Gear both recognize and stress the importance of being prepared and helping our men and women in uniform protect our freedom.

Survival Straps are bracelets constructed of Military Spec 550 paracord, and can be unravelled for use in many emergency situations to attach equipment to harnesses, tie down objects, or even to use as fishing line or as thread for sewing.

“Survival Straps has created a truly innovative product that fits perfectly inside our full portfolio of products and services and we couldn’t have picked a better partner to help us prepare the people of America,” said Tony Fiorino, CEO of 1-800 PREPARE.COM. “We are so impressed with the quality of the product that we put our current initiative in place to put these valuable and life-saving products in the hands of our brave men and women serving both here at home as well as abroad.”

Kurt Walchle, CEO of Tough Gear added, “Our goal for Survival Straps is to provide our customers with gear that is fun to wear but could also save lives in an emergency situation. We feel it is imperative to work with the best possible partners to help get Survival Straps out there. 1-800-PREPARE.com is a leader in the preparedness space and we’re thrilled to be part of this amazing campaign.”

To ensure that a Survival Strap makes it into the hands of one of our brave American Soldiers, visit <http://www.1800prepare.com/pages/Survival-Straps-%26-1%252d800%252dPREPARE-Partnership.html> for more information, and to order your Survival Strap today.

About 1-800-prepare.com: 1800Prepare.com was founded by two emergency responders, Paul Faust and Gregg Hamerschlag. 1-800-prepare.com offers a full suite of disaster-preparedness supplies, products and resources to help people prepare for life’s everyday challenges as well as emergency situations. Visit www.1800prepare.com for more information

About Tough Gear: Survival Straps are produced by Tough Gear, Inc, a Florida-based, family-run company. SurvivalStraps proudly supports our military by sending care packages to our troops overseas and by donating to the Wounded Warrior Project, which assists soldiers who have been wounded in action deal with the struggles that face them as they return to civilian life. Visit www.survivalstraps.com for more information.