

Relief Pod's New *Roadside* Emergency Kit Wins SEMA Best New Product Award

FOR IMMEDIATE RELEASE

Santa Ana, CA, November 14, 2012 – Relief Pod International, makers of emergency kits known for their proprietary organized, color-coded, and compact design and signature orange color, announced the nationwide debut of the new *Roadside* Emergency Kit. The *Roadside* Emergency Kit is specifically designed to help you stay safe during a roadside emergency, when you're more vulnerable to other vehicles and the elements.

Coinciding with the nationwide launch, the *Roadside* Emergency Kit received the 2012 SEMA Global Media Award as one of the best new products at the 2012 SEMA Show. The SEMA Show is one of the premier automotive specialty products trade event in the world. It draws more than 50,000 buyers and features thousands of new products each year.

The *Roadside* Emergency Kit features Relief Pod's proprietary organized, color-coded, and compact design that makes it easy to get your hands on what you need, when you need it. The kit unfolds to reveal the contents organized in color-coded sections and clear individual pockets: one red section for first aid and three yellow sections for tools. More than just a collection of supplies, the *Roadside* Emergency Kit is carefully designed to contain items to help you **Live Ready™** on the road: a reflective safety vest and glow sticks help others see you, and a reflective triangle and emergency sign help alert others to your stopped vehicle. When it's dark, the hand-crank flashlight provides light for working or walking. When it is cold or wet, you'll appreciate having a lightweight emergency blanket and rain poncho to keep you warm and dry. Essential tools such as work gloves, 8-gauge jumper cables, and pliers can help you get your car running again. The unique compact design enables you to store a *Roadside* Emergency Kit easily in any vehicle.

"The *Roadside* Emergency Kit raises the bar for safety in a roadside emergency," said Debbie Coleman, Relief Pod president. "In addition to Relief Pod's signature design that makes every item easy to find and access, the kit contains numerous safety essentials. Our goal is to help drivers and passengers stay safe and comfortable until they can get back on the road. You wouldn't drive without wearing your seatbelt; we believe it's important to have an emergency kit in your car *before* you need it. Having the right emergency kit in your car is an important step to ensuring your personal safety and the safety of your loved ones when on the road. We put a lot of thought into the design and products in this kit, so we are honored that the innovative design and features of the *Roadside* Emergency Kit were recognized by SEMA judges."

The *Roadside* Emergency Kit is available now through Brookstone's stores, [website](#), and catalog. "We're very pleased to offer our *Roadside* Emergency Kit via Brookstone," said Coleman, "because they share our passion for offering innovative products of superior quality and value."

About Relief Pod:

Relief Pod International was founded in 2007 by Sebastian P. Musco. In 2009 Musco teamed up with Debbie Coleman to further the Relief Pod goal of helping people **Live Ready™** by enabling them to be prepared, self-sufficient, and confident during disaster and emergency situations. Relief Pod encourages people to be survivors by providing tools and resources designed to facilitate self-sufficiency *before* an emergency or a disaster strikes.

Relief Pod emergency kits and backpacks are strategically designed to make it easy to get your hands on essential items needed in emergency and disaster situations. The signature orange kits feature Relief Pod's proprietary organized, color-coded, and compact design that makes them easy to store, locate, and access. Relief Pod offers an expanding line of emergency preparedness products.

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