



**HALL OF FAME
MARKETING**



U.S. Small Business Administration
Small Business Certified

PURE-PRO PRODUCTS, LLC

CAPABILITY STATEMENT



**WORLDWIDE
DISTRIBUTION**

Contact Information

Dan Clevenger
614.459.8827

dclev@columbus.rr.com

About Us

Pure Pro Products LLC was formed in 2010 to provide an increasingly health conscious American public with proven safety products designed to enhance the quality of their lives. Our line-up of Hall of Fame advocates are well positioned to deliver the message to the masses. These products have changed our lives for the better, and we strive to provide the public the same experience. Check our Home Page video and call our headquarters for additional information.

PURE-PRO PRODUCTS HALL OF FAME LINE OF PRODUCTS



Meets ANSI 107-2004 class 2 specifications for both day and night use

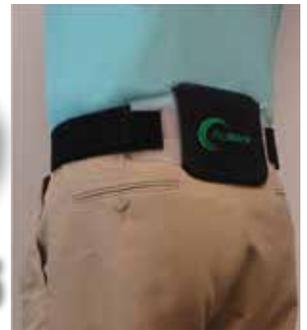
\$65



\$45



\$65



Night Safety™ LED Illuminated Safety Vests

Our vests are the best night time safety products in the world. Durable, dependable and visible for two plus miles on land and 10 plus miles in the air. They are powered by three AA batteries in a pouch pack, and are activated with the touch of a button for solid and two speed illumination. Its niche is the prevention of crises and emergencies before they occur and rapid response reaction when they do, as our website home page video exhibits. They are available in ANSI standard, and Sportsman's Models and can be ordered with a client or cause's logo added for exceptional promotional value above LED lighting, in motion 365 days a year. A minimum order of 250 vests to the client's design can be fulfilled within 60 – 90 days with a five point check list for ANSI standard compliance.

The ProBack™ Back Brace

Our brace is a light weight chiropractically engineered product designed to protect, prevent injury, support and provide comfort and relief to active individuals who wish to remain so. Our SEALS think it should be categorized as Standard Military Equipment by our military due to the fact that in our current theaters of war the terrain is so rugged, the backpacks and equipment so heavy and cumbersome and the ATVs so challenged. It is currently categorized as Durable Medical Equipment by our Bureaus of Workers' Compensation. It is available in individual or bulk orders and well represented on our website.

NAICS Codes

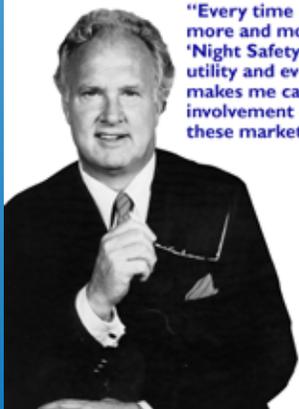
- 339920** - Sporting & Athletic Goods Manufacturing
- 448150** - Clothing Accessories Stores
- 446199** - All Other Health & Personal Care Stores
- 488119** - Airport Operations
- 488190** - Support for Air Transportation
- 532412** - Construction, Mining, and Forestry
- 624230** - Emergency and Other Relief Services
- 812930** - Parking Lots and Garages
- 922120** - Police Protection

Special Project

Pure-Pro, in concert with AAA Publications, has developed a **National Roadway Safety Campaign** featuring our Night Safety™ LED Illuminated Vests. We are actively pursuing corporate sponsorship and feel that the Return on Investment (ROI) will be the sponsor's most profitable venture. AAA demographics (52,000,000 educated, affluent members) are the most favorable in America for consumer outreach, and Roadway Safety is the fastest growing cause.

Differentiators

Pure-Pro is a relationship oriented old school type of business that prefers to serve its clients directly whenever possible on an immediate basis, so phone inquiries are always welcome. We feel each customer is unique and we want to get to know them. Excellent products should be represented by excellent service.
Dan Clevenger, Chairman



"Every time I drive anywhere I see more and more places where 'Night Safety' products could have utility and even in its absence makes me cautious. Hopefully my involvement can help us integrate these markets and save lives."
– Paul Hornung

PAUL HORNUNG
HEISMAN TROPHY WINNER
AND NFL HALL OF FAMER

"Night Safety is a no-brainer. I'm traveling more than ever and see the need every day, everywhere. Pure-Pro is providing a great product and a great service"
– Bob Knight

BOB KNIGHT
HALL OF FAME COACH
US OLYMPIC TEAM
ARMY, INDIANA, TEXAS TECH
NCAA CHAMPION PLAYER,
OHIO STATE



"I'm proud to help bring 'Night Safety' products to the market(s), which seem unlimited. Every day I recognize how acute the need for our product is in so many areas."
– Oscar Robertson

OSCAR ROBERTSON
NBA HALL OF FAMER
12 TIME NBA ALL-STAR



www.pureproproductsllc.com

614-459-8827 • FAX 614-459-8755 • 1490 Lafayette Dr., Ste. A • Columbus, OH 43220-6802



**HALL OF FAME
MARKETING**

PURE-PRO PRODUCTS, LLC



**WORLDWIDE
DISTRIBUTION**

NIGHT SAFETY™ ILLUMINATED VESTS

With Solid, Slow Flashing or Fast Flashing LED Lighting For Day & Night Use

These vests may be classified as a protective/preventive safety device and qualify for coverage by Workers' Compensation insurance upon inquiry by the employer.

Two Models to Choose From

ANSI Approved Model or Non-ANSI Approved Athletic Model



Meets ANSI 107-2004 class 2 specifications for both day and night use

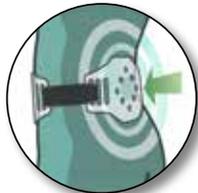
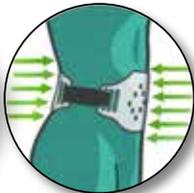
Night Safety™ vests are an enhanced adaptation of the common ANSI standard safety vest used across America with additional battery powered LED lights sewn in allowing for maximum protection at night and in heavily trafficked areas with limited visibility. Night Safety™ vests are manufactured with fluorescent and retro-reflective fabrics in addition to the LED lighting for both day and night use. Each vest incorporates active lighting to enhance visibility above that of a traditional safety vest. No longer is the wearer solely dependent on an external light source, such as a car's headlights, to be seen. Light source powered by three "AA" batteries (not included) for approximately 30 hours of use. Light can be changed by the wearer from constant illumination to 2 different rates of flashing.

The increased versatility provided by the flashing lights makes Night Safety products a must for construction workers, police, firemen, park rangers, sportsmen and the military as well as runners, cyclists, boaters and maintenance personnel. Our spokesman Bob Knight places special emphasis on its potential for dramatically affecting the safety at schools and for our children at play. Areas of application are endless and your suggestions are welcome. A non-ANSI standard lighter model is available for the athletic and youth markets.

It is incumbent upon and the responsibility of the purchaser whether an individual, business, school or governmental agency, to determine if ANSI standards need to be met and at what level for their use of the Night Safety™ vest.

The ProBack™ Back Brace

For those experiencing back pain, weakness or discomfort seeking to return to or extend their level of activity



Slim Profile

ProBack's low profile design will not restrict movement, so you can perform the activities you love, allowing you to live a more active and healthier lifestyle.

Counter-Force Design

ProBack's Counter Force design reduces strain on the pain sensitive structures to help alleviate pain and restore function.

Bio Dome

ProBack's Bio Dome fits in the small of your back to promote better posture and proper body mechanics for improved mobility and a pain free, back.

You Can Live Every Day BACK PAIN FREE

At last there is real relief for the 80 million Americans who suffer from low back pain. If your enjoyment of life has been restricted, keeping you from gardening, golf or playing with your children or grandchildren, the ProBack™ device could change the way you experience each day. If you wake up with throbbing back pain or feel exhausted due to back strain at the end of your day, you could be starting each day back pain free and gaining a new feeling of rejuvenation that lasts until day's end.

How the ProBack™ Works

The ProBack™ device is a revolutionary breakthrough in back pain relief that can change the way you experience each day. Imagine a drug free – effective – solution for your back pain. The ProBack™ device uses simple yet very effective design architecture, which combines counter force pressure together with a Bio Dome that fits in the small of the back. Together these features reduce the strain on the muscles and other pain sensitive structures in the lower back to help relax muscles and relieve pain so you can safely resume your daily activities, back pain free.



Will my medical insurance company pay for the ProBack™ device?

The ProBack device is classified as "Durable Medical Equipment" (DME) when considered for payment by a medical insurance company. Because coverage rules vary by state, company and even between different plans offered by the same company; you the consumer will need to check your medical policy to determine if you can submit a claim for reimbursement from your medical insurance company.

The ProBack™ device and other DME equipment can also be paid for from your Health Savings Account (HSA) or Flexible Spending Account (FSA) as a qualified expense.

We suggest calling your medical insurance company, explain that you wish to purchase a lumbar orthosis (the ProBack™ device) and wanted to know if you would be able to submit a claim for reimbursement. Ask the following questions:

- If you purchased a product, does your plan allow you to submit a claim for reimbursement?
- If so, ask how you can get a claim form, where it should be sent and what needs to be included with the claim?
- Are there any deductibles or copays that are applicable to a lumbar orthosis (or DME) item under your policy?

www.pureproproductsllc.com

614-459-8827 • FAX 614-459-8755 • 1490 Lafayette Dr., Ste. A • Columbus, OH 43220-6802