

--PRESS RELEASE--

HALL OF FAMERS L.E.D. ILLUMINATED VESTS ADVANCE NIGHT TIME, ROADWAY SAFETY

A group of legendary athletes and longtime friends have collaborated to manufacture, market and distribute what they believe is the single most effective nighttime safety product available, the Night Safety™ L.E.D. illuminated safety vest (www.pureproproductsllc.com). Visible for up to three miles on land and ten miles from the air in both ANSI approved and Sportsmen models, the vests provide either constant or two speed flashing illumination at the push of a button over a battery pack of three AA batteries for maximum duration.

“We fell in love with the concept at first sight” said NBA Hall of Famer Oscar Robertson “and when Dick’s (Honig, Former Dean of Big Ten Officials) company (Honig’s Whistlestop) refined them and provided options to accommodate special orders we knew we had a winner, especially with Bob’s (Knight, NCAA Coaches Hall of Fame) advocacy.” Adds Paul Hornung (NFL Hall of Famer) “We thought of so many applications worldwide it soon became obvious that we had to focus and secure the branding we needed. With some of us being veterans the military and government agencies immediately surfaced as targets.” Having begun his coaching career at West Point, Knight concurred and also pushed for school and roadway safety.

The Company Chairman, Dan Clevenger, and the board directors (all athletes of the same era) expanded the roadway safety theme into a sound strategy. “All of us have been lifelong members of AAA. There are 52,000,000 of us and on the whole we’re affluent and educated. AAA has long been the paragon of roadway safety and their demographics and member services are off the charts via AAA Publications and their contracted service providers and offices. The fastest growing cause in America is roadway safety, in all its forms. Besides being the best nighttime safety product our vest is among the very best promotional tools of products and causes—and companies. Imagine your logo or cause above flashing L.E.D. lighting in motion 365 days a year. AAA Publications deliver our message to our markets both credibly and effectively.”

A second product available from Pure-Pro is the ProBack™ back brace, a light weight Velcro/plastic chiropractically engineered device designed to protect, prevent and relieve back pain comfortably. Once again, a primary target is the military. Several of the company’s directors have sons that were SEALS and they support the ProBack™ becoming Standard Military Equipment to defend against the treacherous terrain of modern warfare theaters in the Middle East. It’s rated as Durable Medical Equipment currently by the respective Bureaus of Workers Compensation in most states and is covered by most insurance. “The Hall of Fame theme represents the quality and value of the products,” Robertson concluded “and we’re proud of the contributions they can make and the role we play.”

Currently orders are being accepted through the Chairman. Inquiries and order requests should be directed to Dan Clevenger at 614-459-8827 or dclev@columbus.rr.com.