



Mustang Survival Launches Rescue Stick™ – Throwable Emergency Rescue Inflatable

January 9, 2007 – Bellingham, WA – Mustang Survival announced today the launch of the Rescue Stick™ – Throwable Emergency Rescue Inflatable (MRD100). This innovative new water rescue tool provides rapid flotation assistance to a person at risk of drowning. Incredibly easy to use, the baton shaped Rescue Stick™ is thrown near the victim and automatically inflates to a large horseshoe shape once contact is made with the water. The victim can then stay afloat with their head above water until help arrives.

Anyone who can throw a stick can throw the Rescue Stick™ to someone in distress in the water. Designed to be compact (14") and lightweight (less than 1lb) it can be easily stowed on a boat, at the cabin or by the pool. When the unexpected happens it can provide emergency flotation to someone at risk of drowning and increase the likelihood of self-rescue.

"The Rescue Stick's unique capability to provide more flotation at a longer distance quickly makes this device a powerful rescue tool in the hands of professionals and recreational users," said Frank Leffelaar, Manager Marketing Services for Mustang Survival. "It is going to save lives."

The Rescue Stick™:

- Can be thrown 100 ft. or further with accuracy
- Provides 35 lb. of flotation in seconds to a person at risk
- Automatically inflates in seconds upon contact with the water
- Extremely easy to use – anyone who can throw a stick can use it
- Simple to repack and reuse – insert a new bobbin and screw in the replacement handle containing the CO2 cylinder (Re-Arm Kit MA7206)
- Manufacturer's Suggested Retail Price \$160

Full product information: www.rescuestick.com

High-Resolution Rescue Stick™ Product Image: www.rescuestick.com/MRD100.eps

High-Resolution Rescue Stick™ Inflated Product Image: www.rescuestick.com/MRD100-inflated.eps

High-Resolution Rescue Stick™ Action Images: www.rescuestick.com/Rescue_Stick_Action.zip

High-resolution action images are available in our Media Zone. Visit www.mustangsurvival.com/mymustang/ for full access plus the latest company information and access to logos and other images.

About Mustang Survival

For 40 years Mustang Survival has been committed to providing life support solutions. Through constant innovation and the application of new technologies, Mustang is the leading supplier of quality flotation and hypothermia protection products to the most demanding users – from fishermen, sailors and power boaters to the Coast Guard, jet fighter pilots and even NASA astronauts.

Mustang Survival manufactures all of its products in Canada and the United States.

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To demo the Rescue Stick or for further information please contact:

Rob McMahon
Marketing Communications Specialist
Mustang Survival
604.244.6739
rmcmahon@mustangsurvival.com
www.rescuestick.com



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An invaluable tool for emergency response and rescue professionals, the Rescue Stick™ is the ideal solution to deliver flotation from a high pier or bridge, in a man overboard situation, swift water rescues or countless other scenarios where providing rapid flotation is imperative. Designed to be compact (14") and lightweight (less than 1lb) it can be easily stowed in any emergency service vehicle, boat or backpack.

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High-Resolution Rescue Stick™ Product Image: www.rescuestick.com/MRD100.eps

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