



NOV8 (LifeHammer® & ResQMe™) is now a proud sponsor of the National Breast Cancer Foundation Inc.

SANTA BARBARA, California
August 12, 2009



We, at nov8 [safety] with LifeHammer® and ResQMe™ (essential car escape tools), are proud to announce our sponsor participation with the National Breast Cancer Foundation, Inc. (NBCF) to help raise money in the challenge of reducing fatalities and bringing hope.

Did you know that coincidentally every 12 to 13 minutes, when a person dies on the road, one woman dies from breast cancer? Indeed according to the American Cancer Society's most recent estimates for breast cancer in the US for 2009, more than 192,000 new cases of invasive breast cancer were diagnosed and over 40,000 deaths from breast cancer have been reported. In comparison and according to the US Bureau of Transportation Statistics last publication, there were over 42,000 crash fatalities. Out of that account, an estimated 500 people died while helplessly trapped inside their vehicles.

The "Original" LifeHammer® -made in Holland- and the keychain rescue tool ResQMe™ - made in USA - provide quick and effective escape from an overturned, submerged, or electric vehicle failure, by cutting through seatbelts and breaking car windows.

LifeHammer® and ResQMe™ originally "Gift For Life" are naturally now becoming "Gift For Hope" too. Those two lifesaving tools are the best solutions to a deadly problem: entrapment – probably the most overlooked automobile safety risk in America today.

With the association of NBCF, we offer an amazing opportunity for everyone to do the right thing by helping a double cause at once: By buying LifeHammer® and ResQMe™ in pink colors for people you care about and for yourself, you will potentially save lives on the road and will also provide hope to the ones fighting against breast cancer!

By teaming up with the NBCF we provide "Peace of Mind" to motorists and help inspire the courage needed to win the breast cancer battle.

Let's all team up and take action!

Find more about how we can help save lives www.resqme.com

Proud sponsor of the

