

FOR IMMEDIATE RELEASE
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Ready for Roadside Emergencies -
Think safety first with the SOS Emergency Rescue & Safety Hammer

BOSTON, MASS...Direct Marketer and online retailer MidnightPass.com announces the availability of the innovative and recognized life-saving tool, the SOS Emergency Rescue and Safety Hammer.

Now available for purchase online (midnightpass.com), the SOS Emergency Rescue and Safety Hammer makes life a little safer by keeping you from getting trapped in your vehicle during roadside emergencies. After even a minor car crash, doors, windows or seat belt buckles may jam. The SOS Emergency Rescue and Safety Hammer helps you escape your vehicle after an accident with a quick hard tap to a car window that won't open and an easy cut through of a jammed seat belt.

Used as standard rescue equipment, the SOS Emergency Rescue and Safety Hammer is recommended and endorsed by police officers, firefighters and emergency medical technicians worldwide.

This special double tipped hammer is made from tough precision steel with hardened conical points to quickly shatter a car side window easily. A recessed razor-sharp blade cuts through seat belts with a single stroke. It is safety yellow in color and comes with a mounting bracket to ensure your quick location of the tool when needed. Sheath allows for easy reach by passenger or driver.

According to Brad White, founder of Midnightpass, "Keep SOS Emergency Rescue and Safety Hammer handy and you will always be prepared for an emergency escape or to rescue others. Keep one in your car and one in your home or office as an additional safety measure in case of fire. Having the SOS Emergency Rescue and Safety Hammer could literally mean the difference between life and death."

SOS Emergency Rescue and Safety Hammer (\$19.95 each and sale price of two for \$24.95+ shipping) breaks glass and cuts seatbelts. May also be used on non-tempered glass in boats, airplanes, the home or office. Overall dimensions: 7-3/4" L x 2-3/4" W x 1-1/4" H. Weighs less than 5 ozs. 30-day warranty.

To order visit www.MidnightPass.com or call 24 hour toll-free (877) 844-4438.

Award Winning Service and Products

Midnight Pass has won numerous awards since 1998 for excellent customer service, product innovation, high standards of excellence as well as the coveted "Top Service" award by YAHOO online shopping.

The company recently won five Editors Choice awards from Cat Fancy Magazine and Pet Business in 2003, 2005 and 2006 and many Midnight Pass products have been highlighted recently on the NBC Today Show, ABC Good Morning America, CBS Evening news, CBS This Morning, The New York Times and CNBC and CNN television networks as well as SKYMALL®, Hammacher Schlemmer, Plow and Hearth, Wired, Maxim, Bloomberg, Newsweek Japan, Elle Decor, Town & Country, Cape Cod Life, LL Bean magazines and The Wall Street Journal.

About MidnightPass.com

Headquartered in Massachusetts, with additional warehouse/ distribution centers in California, Midnight Pass is a direct marketer and online retailer that has grown by leaps and bounds since its inception in 1998.

Founder [Brad White](#), formerly the Director of Business Development at Sharper Image, envisioned something new by running his own high quality direct marketing business of products that make sense. White has taken years of product know-how and created a service that offers easy access to a wide range of innovative products and excellent customer service. So far he's been right. With a unique product line that can't be found in most department stores, Midnight Pass offers one-of-a-kind specialty gifts and accessories for pets, home, office, garden, recreation and travel that can be viewed and purchased online at www.MidnightPass.com or by calling toll free (877) 844-GIFT (4438).

General SOS Emergency Rescue and Safety Hammers™ Questions:

Why do I need it? *Could save your life in the event of an emergency. If you use any other type of hammer, it will take time to finally break a window.*

Can I use it for my home/ boat/airplane as well? *Yes! We recommend it for non tempered glass.*

Does it need batteries? *No.*

How much does it weigh? *Less than 5 oz-anybody can use it. **What type of assembly required?** None. Ready to use right away.*

Construction method: *Handmade from machined precision steel and ABS plastic, in safety yellow.*

What type of assembly required? *None. Ready to use right away.*

More about the SOS Emergency Rescue Hammer™

What can happen in an auto accident and what the authorities say to do

(From 6/1/00 Miami Herald article in Action Line)

The most important thing is not to panic. If your windows are open or you can open them, follow the advice POGO - Pop your safety belt, Open the window, Get Out.

If you can't get out through the window, try the door. At first, the water pressure will keep it closed. As the water rises inside the car, it will equalize the pressure and you should be able to open it.

Don't panic because the struggle will wear you down float to the top so you can breathe. Crack open the windows slightly to allow water in slowly until the car is three-quarters full. Then you should be able to open the door.

If your doors have power locks you can open the locks manually.

If your car has power windows and they're shut, they may short-circuit once the car is submerged. The only way to deal with that is to break the glass.

Having something readily available to do that could save your life. Ponds and lakes are often murky so don't count on being able to see much.

Seat belts may jam in accidents. SOS Emergency Rescue and Safety Hammer™ has a razor-sharp knife that will cut through your seat belt. It's crucial you keep your seat belt on while driving. If you get injured you may not be able to get yourself out. Once the car is in the water, release it as soon as possible.

Once you're out of the vehicle, figure out which way is up. Look for clues such as light, which means that way is up, and bubbles, which float to the surface. Avoiding the situation is best. Be aware of your surroundings, know where there's water and drive defensively.

The SOS Emergency Rescue and Safety Hammer™ is a piece of equipment you can store and mount in your car interior so you will always know where it is.

The SOS Emergency Rescue and Safety Hammer™ has a double-steel tip that can break out a side window (not the windshield).

Real Life Customer Story

"Mr. White --I've gotten together a "road emergency" kit for each of my family members, blanket, hand warmers, small snack foods, hats, gloves, etc. I saw your auto escape hammer earlier in the week and didn't order.

My husband was in a very bad accident last evening, one which involved not only being trapped by his airbag, but, when he finally got the bag away from his face, he couldn't get the seatbelt undone, which wasn't good news considering the flames he could see coming from the engine...needless to say, I would like to purchase 3 of these hammers...as I should have the first time I saw them. Thank you for selling this product."

Jann M, Powell, OH

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