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FOR IMMEDIATE RELEASE

NEVER FORGET THE LESSONS OF THE GREAT SAN FRANCISCO EARTHQUAKE

QUAKEHOLD! PRESENTS THE TOP TEN EARTHQUAKE PREPAREDNESS TIPS

SAN FRANCISCO (March 1, 2006) – There is no better time to remember that preparedness is the best defense against injury and property loss in an earthquake than the centennial anniversary of the Great San Francisco Earthquake of 1906. In recognition of the anniversary of one of the most devastating natural disasters in United States history, QuakeHold!, the oldest and largest manufacturer of earthquake safety fasteners in the United States and Japan, presents the top ten ways people can safely prepare their homes, families and workplaces prior to an earthquake. For more information on earthquake preparedness, please visit www.earthquakeinfo.com.

1. **Identify the possible hazards in your home and workplace.** The main cause of earthquake-related death and injury is from top-heavy appliances or items of furniture toppling over onto people. Secure these items with furniture and appliance straps.
2. **Make sure that important information is in a safe and easily accessible place.** Important information includes: emergency contacts, insurance information and your family's medical history.
3. **Develop a personal emergency plan.** Your household may not be together when disaster strikes, so plan how you will contact one another in case of emergency. Review what you will do in different types of emergency situations. Be sure to rehearse, so family members know how to react when a real earthquake strikes.
4. **Create a disaster preparedness kit for your home.** You should be prepared with enough water, food, first aid, communication and money to last at least three days.
5. **Learn about your local community emergency procedures,** including what to do in the case of an evacuation.
6. **Keep a smaller version of your home disaster preparedness kit in your car.** The QuakeHold! Survival Kit contains enough water and food to last one person three days.
7. **Learn how to turn off gas, water and electricity** in case the lines are damaged.
8. **Know the safe spots in every room** – under sturdy tables, desks or against inside walls. Know what areas to avoid as well – windows, mirrors, hanging objects, fireplaces and tall furniture.
9. **Secure breakables and collectibles in your home and workplace.** Cuts from broken glass and valuables are a major source of earthquake injuries. Use a product such as QuakeHold! Putty, Museum Wax or Museum Gel to prevent these injuries.
10. **Learn basic first aid and CPR.** Contact your local Red Cross chapter for information on classes in your area. Information is also available at www.redcross.org.

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About QuakeHold!

QuakeHold! is the oldest and largest manufacturer of earthquake safety fasteners in the United States and Japan. QuakeHold!'s mission is to help prepare communities, because preparedness is the best defense against earthquakes.

QuakeHold! began in 1991 with one woman's great idea. When founder Dran Reese's collection of Swarovski crystal animals was knocked over and shattered, she began to develop a product that would keep her breakable pieces in place, yet would allow her to remove and relocate items at will. Eventually, she found a putty-like substance that closely fit her specifications and took it to a chemist to have it made stickier and non-staining. The result was QuakeHold!'s original product, QuakeHold! Putty, an easy to use soft putty that is non-toxic, removable and reusable.

QuakeHold! products are available in California at the Home Depot, Orchard Supply Hardware, Lowe's, Do-It-Centers and participating Ace & True Value Hardware Stores; and in Washington state at Lowe's or online at www.quakehold.com.

Editors Note: For more information about QuakeHold!, please contact Kevin Lewis (415-561-0888 x2318 or Kevin@landispr.com) or Kathryn Green (415-561-0888 x2312 or Kathryn@landispr.com) or visit www.earthquakeinfo.com.

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