

# Press Release

December, 2006

## WHETHER YOU'RE THE HUNTER OR THE HUNTED:

### **Security Equipment Corporation®'s Newly Enhanced Frontiersman™ Bear Attack Deterrent Provides Industry's Maximum Heat and Maximum Range**

Having an 800 pound grizzly unexpectedly join you on your idyllic Alaskan fishing retreat, hunting or camping expedition is something few want to consider when planning a trip. But when we enter their territory, we have to be prepared to occasionally meet up with these giants of the wild. That's why Security Equipment Corporation® is pleased to offer its Frontiersman™ line of bear deterrent sprays — providing the highest level of capsaicinoids allowed by the EPA — and the only sprays in the industry with a reach of 35 feet — to ensure a reliable, non-lethal way to contend with an ursine attack.



Bears can charge at speeds of 30 feet per second, so time is truly of the essence in deterring them. Security Equipment Corporation's Frontiersman sprays feature a dual propellant system that delivers two ounces per one-second burst — providing up to 84 percent more stopping power. The result? Frontiersman sprays offer you a bigger barrier when seconds really count.

The canister features a glow-in-the-dark safety wedge to both prevent accidental discharge and make it easy to locate Frontiersman spray at night. Plus, the canister is available with an innovative holster to secure it to a belt or across your chest, for rapid deployment and ease of use.

Security Equipment Corporation's Frontiersman spray has undergone comprehensive field testing at the Elmendorf Alaska Air Force Base to determine that it's a truly effective means of deterring charging bears. "The biggest advantage the Frontiersman line offers is the industry's greatest range, thanks to our unique propellant technology, coupled with maximum heat level in the industry — 2.0 percent capsaicinoids," said Security Equipment Corporation's Vice President of Sales and Marketing David Nance. "Our goal was to provide the best performing bear spray possible for our customers, to enable them to safely enjoy the great outdoors."



Since 1975, Security Equipment Corporation has produced the safest and most effective line of defense spray products. Branded as SABRE, SABRE Red and FRONTIERSMAN, customers are offered the finest defense spray possible with one thought in mind: When a life is at stake, our products must be effective.

For more information about Frontiersman and other Security Equipment Corporation products, contact Security Equipment Corporation at 330 Sun Valley Circle, Fenton, MO 63026 • (800) 325-9568 Or visit [www.sabrered.com](http://www.sabrered.com) • Making Grown Men Cry Since 1975!

Editor's Note: For hi-res digital images, please e-mail [dnance@sabre-sabrered.com](mailto:dnance@sabre-sabrered.com).

# # #

