

Press Release

December, 2007

SABRE & THE CAMO CRAZE

Security Equipment Corporation's new pink and green SABRE CAMO pepper spray key chain cases combine cool style and hot protection!

How do you ensure you or your loved ones continue to carry pepper sprays for months to come? Purchase a fashionable SABRE product! Traditionally, many pepper sprays have had a more industrial, bland and unattractive look. While several of these products contained the protection consumers needed, many times, they were left hanging on a key rack instead of carried for personal protection. Bottom line, consumers will purchase and carry attractive products while leaving ugly ones behind.



After months of requests and marketing research, Security Equipment Corporation (SEC) is proud to announce the addition of SABRE PINK CAMO and GREEN CAMO key chains. SEC has offered traditional colors since 1975: black, blue, red, green and purple. Though these colors are popular, marketing research confirms the camo craze is not losing momentum and consumers prefer its cool, attractive style. SABRE's new pink and green camo options will provide the protection consumers need, while satisfying the style they prefer.

SABRE camo key chains are available in three formulations; SABRE, SABRE RED and SABRE RED USA. Now matter which formulation or style you chose, your SABRE product is backed by SEC's exclusive HPLC Guarantee to ensure consistent heat and maximum protection in every canister. Additionally, these compact, key chains deploy 10 feet and contain approximately 25 shots to fend off multiple suspects.

SABRE products are used by the NYPD and thousands of police departments worldwide. Each SABRE canister is test fired before leaving the factory, and SEC backs its products with a 32 year track record and ISO 9001:2000 Certification.

Purchase an attractive SABRE camo key chain to protect yourself and/or a loved one. SABRE's new style increases the likelihood you will have the product available when needed! Let SABRE ease your worries by equipping you with the same protection public safety officers rely on daily.

Since 1975, SEC has produced the 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 the SABRE's camo key chains and other Security Equipment Corporation products, contact Security Equipment Corporation at 330 Sun Valley Circle, Fenton, MO 63026, (800) 325-9568 or visit the company's website at www.sabrered.com. Making Grown Men Cry Since 1975!

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