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EARTHQUAKE WAKE UP CALL FOR HAWAII

For Immediate Release

San Diego, CA – (October 16, 2006) – Sunday's 6.7 magnitude earthquake in the Hawaiian islands should act as a wake up call for residents about the need to be prepared. The earthquake, the first major temblor in more than 20 years, was located on the island of Hawaii.

People can often be blasé about this natural occurrence, believing that the chances are slim of an earthquake striking near them or that there won't be one in their lifetime, but Sunday's quake should prompt a change in that mindset. The 1994 Northridge earthquake in southern California was a 6.7 and it caused massive destruction near Los Angeles.

Office of Emergency Services (OES) data shows that the leading cause of damage or personal injury in an earthquake is when heavy objects topple over and block escape routes, but there are ways to counter that threat.

Earthquake safety products are now available to fasten things like TVs, computers and wall units, and to secure treasured collectibles. QuakeHold!, a California-based company, is a pioneer in the field of earthquake preparedness and has developed a complete line of earthquake safety fasteners. These products will soon be available in Hawaii at major home improvement centers.

"Most people don't think about being prepared for earthquakes until it's too late, but the key to surviving quakes is preparedness," said Dean Reese, president of QuakeHold!. "The good news is that there are simple and inexpensive preventative measures that we can take to safeguard our household possessions and protect our families at the same time.

"The fact is that if people aren't prepared for earthquakes they run the risk of injury, or at the very least, they can lose valuable household possessions."

QuakeHold! was established in 1991 and over the years has developed state-of-the-art industrial-strength safety straps for securing furniture, as well as removable and reusable adhesives to anchor figurines and knick-knacks.

Other practical items to keep in the home or office include Emergency Kits and Safety Lightsticks. The kits contain enough essentials to sustain up to two people for three days, while the lightsticks can provide instant light in the event of a power blackout caused by earthquakes or other natural disasters.

For more information please visit www.earthquakeinfo.com