

NEWS OF OUR CLIENTS

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BE READY WITH NEW MIDLAND® E+READY™ EMERGENCY CRANK RADIOS

Topping FEMA Checklist, ER210 and ER310 Radios are Ideal Solutions for the Ultimate in Emergency Preparedness

Wildfires can spread faster than you can run. Hurricanes have been known to blow upwards of 160 mph. More than 270 Americans die each year in tornados and flood-related disasters alone. As part of the new E+READY™ series, Midland® introduces the E+READY Emergency Crank Radios which are included on the FEMA Recommended Emergency Supply Checklist.

For more than a half-century, Midland® has helped keep Americans safe in the face of disaster – natural and otherwise – by creating products and emergency preparedness campaigns that make a difference in protecting your family and maybe saving your life.

The line includes two Emergency Crank Radios, the ER210 and ER310. Both radios can be relied upon to provide the weather alert information imperative in an emergency situation, as well as other critical features also listed on the FEMA checklist like a built-in flashlight and back-up battery power.

Equipped with NOAA® Weather Radio alert capabilities, the radio will alert you when emergencies are issued on local channels – important when minutes could make a difference when seeking shelter. At the touch of a button, weather information is available 24/7 from the National Weather Service. There is even a digital AM/FM radio when situations are not so intense.



E+READY ARE YOU E+READY?
Emergency Solutions by MIDLAND
midlandusa.com

EARLY WARNING IS YOUR BEST PROTECTION®

The U.S. has more severe weather than anywhere else on Earth. Prepare for emergency situations with Midland's new E+READY line of emergency radios.

source: NOAA

EARTHQUAKES

EARTHQUAKES POSE A SIGNIFICANT RISK TO **75,000,000** AMERICANS IN 36 STATES WHO CAN OCCUR ANY TIME OF THE YEAR.

source: USGS

FLOODS

10% OF ALL NATURAL DISASTERS INVOLVE FLOODING, CAUSING POWER OUTAGES, SPREADING DISEASE, AND HAZARDOUS WASTE AS WELL AS WIDESPREAD DESTRUCTION

OVER 26 TRILLION GALLONS OF RAIN FELL IN TEXAS IN MAY 2015

35,000,000,000,000 GALLONS IS ENOUGH TO COVER THE ISLAND OF MANHATTAN FOUR TIMES

source: FEMA, NWS Fort Worth, CA Dept. of Water Resources

48.5% OF U.S. HOMES DON'T HAVE AN EMERGENCY PREPARATION KIT.

MAKE A KIT. MAKE A PLAN. BE PREPARED.

source: U.S. Census Bureau

TORNADOS

HIT THE U.S. YEARLY TWICE MORE THAN ANY OTHER PLACE IN THE WORLD.

1,200 UP TO 70 DEATHS PER YEAR AND THOUSANDS OF HOURS PER YEAR ARE TORNADO RELATED.

COSTS FOR RECOVERY YEARLY ESTIMATE TO \$1,000,000,000 BUT ROSE TO OVER \$23,500,000,000 IN 2011 WITH 883 DEATHS THAT YEAR.

source: NOAA

HURRICANES

A POWERFUL HURRICANE RELEASES ENERGY EQUIVALENT TO 10 ATOMIC BOMBS A SECOND

185 U.S. COASTLINE COUNTIES ALONG THE ATLANTIC OCEAN AND GULF OF MEXICO

58 MILLION POPULATION OF COASTLINE COUNTIES STRETCHING FROM MAINE TO TEXAS

source: NOAA

WILDFIRES

WILDFIRES ARE INCREASING AND WILDFIRE SEASON IS GETTING LONGER IN THE WESTERN UNITED STATES

AVERAGE NUMBER OF LAMB WOLVES PER YEAR (RANGES FROM 1 AND ABOVE)

-140 -160 -250

source: USFWS

E+READY MIDLAND

EMERGENCY CHECKLIST FEMA RECOMMENDED

- ✓ BATTERY-POWERED OR HAND CRANK RADIO
- ✓ NOAA RADIO WITH TONE ALERTS AND EXTRA BATTERIES
- ✓ FLASHLIGHT WITH SIGNAL-STROBE
- ✓ WHISTLE TO SIGNAL FOR HELP
- ✓ FAMILY RADIO SERVICE (FRS) / GENERAL MOBILE RADIO SERVICE (GMRS) TO CALL FOR HELP

For more information go to www.midlandusa.com/E+READY
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More than 90 percent of natural disasters result in power outages. You'll be ready with an E+READY Emergency Crank Radio which can provide not only up to the moment weather information, but back-up power for items like cell phones, and a built-in Cree® LED flashlight with SOS and strobe capabilities. The radio and flashlight can be operated using several different power options, including rechargeable Li Ion batteries – the ER210 model offering up to 25 hours of continuous use on a single charge, while the ER310 offers up to 32 hours of continuous use while also having the ability to run on six AA replaceable batteries. The rechargeable battery power can also be maintained via solar power through the solar panel built into the top of the radio. And, even if you run out of batteries and the sun is down or out of sight, the radios can still be used, powered by an ergonomic hand crank.

Midland has built a one-stop shop for emergency preparedness with the new E+READY series, with several of the products on the FEMA Recommended Supply Checklist included in the Emergency Crank Radios. The Midland E+READY Series includes the following models: Emergency Crank Radio ER210 (MSRP \$49.99); Emergency Crank Radio ER310 (MSRP \$69.99); Midland Weather Alert Radio EH55VP (MSRP \$49.99); and the Emergency Two-Way Radio EX37VP (MSRP \$49.99).

For over fifty years, Midland has been a pioneer in two-way radio technology—the first brand of CB radios in the United States and the first to introduce a 14-channel FRS radio to the market. Today, Midland Radio Corporation is the leading supplier of consumer two-way radios and weather alert radios, and is also an innovator in emergency preparedness products. Headquartered in Kansas City, the heart of the country, the Midland brand represents quality, value and reliability —everything America prides itself on. With its products sold in leading consumer electronics, sporting goods and many other retailers nationwide, the company is the U.S. affiliate of an international group of companies spanning North America, Europe and Asia. For more information, visit midlandusa.com.

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