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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.

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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