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AMK PARTNERS WITH INTERNATIONAL MOUNTAIN GUIDES ON NEW MARKETING & PRODUCT DEVELOPMENT PACT

OAKLAND, CA (August 2nd, 2007) -- Adventure[®] Medical Kits, a leading developer of adventure and safety gear for outdoor enthusiasts, today announced that it is partnering with International Mountain Guides (IMG) to become the official supplier of adventure gear for the Ashford, Washington-based guide service.

Under the terms of the wide-ranging, multi-year partnership, AMK will outfit IMG with a variety of first aid and survival products from the company's highly regarded Professional series of medical kits, designed specifically for guides and wilderness EMTs, and its Essentials line of survival gear, which includes the Pocket Survival Pak[™], Thermo-Lite[®] 2 Bivvy, Heatsheets[®] line of emergency blankets and the new S.O.L. (Survive Outdoors Longer) Survival Pak[™].

In addition, IMG principals, including world renowned climbers and authors Eric Simonson, George Dunn, Phil Ershler and Paul Baugher, will serve as consultants to Adventure[®] Medical Kits in the development of new AMK products.

Formed in 1986, International Mountain Guides is among the most widely respected guide services in the world. Every year, IMG organizes and leads climbing, trekking and mountaineering expeditions around the globe, which span the classic climbs of the Alps and Andes to the 8,000 meter peaks of the Himalayas. IMG directors Simonson, Ershler and Dunn are all AMGA (American Mountain Guides Association) certified alpine guides and each has over 25 years of guiding experience on Mt. Rainier and dozens of expeditions on Denali. Internationally, they've each summited Everest, K2, Kangchenjunga, Shishapangma, Cho Oyu, Vinson and Aconcagua, among others. Paul Baugher (IMG's newest management team member), meanwhile, is the current director of

the Northwest Avalanche Institute (NAI), a group that teaches, trains, and consults for ski areas, guide services, and mountaineering groups. Paul is now overseeing IMG's avalanche training programs. His accomplishments in the avalanche field include chairing the National Avalanche School and serving as a past vice president of the American Avalanche Association.

For AMK, the partnership with IMG represents a significant step in helping to further solidify the company's standing as the choice of emergency gear for outdoor professionals.

"Having the opportunity to associate closely with a service as widely revered as IMG is a great opportunity for us," says Frank Meyer, Marketing Director and co-founder of Adventure® Medical Kits.

"As a company," he added, "we've always prided ourselves on being able to develop products that both the professional guide and typical outdoor enthusiast could use confidently and rely on when it matters most -- during an emergency. Being able to draw upon the years of guiding experience of Eric, George, Phil, Paul and the other guides can only further help to enhance our ability to create high quality and innovative products in the future."

For IMG, teaming up with Adventure® Medical Kits became a natural fit.

"We've long admired the knowledge and creativity that AMK has brought to bear in the development of its products," says IMG's Eric Simonson.

"Among professional guides," he added, "AMK's kits and books -- especially 'A Comprehensive Guide to Wilderness & Travel Medicine' by Dr. Weiss -- are considered the gold standard."

Adventure® Medical Kits and International Mountain Guides will unveil the first wave of product borne of the new partnership at Outdoor Retailer Winter 2008.

About Adventure® Medical Kits

Adventure® Medical Kits, a wholly-owned subsidiary of Tender Corporation Inc., is the world leader in innovative first aid and outdoor survival gear that help people enjoy safe outdoor adventures. Co-designed with top emergency, outdoor, marine and travel medicine experts, AMK's activity-specific products are specially designed to prevent and treat common injuries and ailments that occur during outdoor activities, mountaineering, hunting, sailing, hiking or traveling the world. Many of the kits follow AMK's unique Easy Care™ system, which organizes hospital quality supplies into injury specific compartments, allowing the novice or pro to quickly and confidently administer first aid.

Additionally, the company markets a wide range of survival products, including its top-selling Thermo-Lite® Bivvy Sack and Pocket Survival Pak™, and bug repellants and bite treatments, such as Ben's® insect repellent and the world-famous After Bite®. More recently, the company has expanded into the hygiene category, with the release of the

Adventure® Hands Sanitizer and exclusive distribution into the outdoor retail channel of Fresh Bath™ Wipes , both of which help reduce the likelihood people will contract an illness while out in the field.

For more information, visit www.adventuremedicalkits.com

About International Mountain Guides

International Mountain Guides directors Phil Ershler, George Dunn, Eric Simonson, and Paul Baugher, along with their guide staff, organize and lead climbing, trekking and mountaineering expeditions around the world, from the classic climbs of the Alps and Andes to the 8,000m peaks of the Himalayas. IMG continues to be one of the most respected and active guiding companies in the world. Since 1986, it has conducted hundreds of expeditions to destinations around the globe, with the majority of its customers returning to climb with IMG again and again.

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