



**AMK HELPS OUT CALIFORNIA'S FIREFIGHTERS AND
WILDFIRE EVACUEES -- AND SO CAN YOU!
COMPANY TO PROVIDE MATCHING DONATIONS ON ALL FRESH BATH
WIPE ORDERS**

OAKLAND, CA (October 26th) -- Adventure[®] Medical Kits, a leading developer of medical kits and survival gear for outdoor enthusiasts, today announced plans to provide additional aid to Southern California residents currently displaced by the wildfires and to the firefighters continuing to battle the fires.

The company, which earlier in the week sent five thousand packs of its alcohol-free **Fresh Bath™ Travel Wipes** to the city of San Diego relief center at Qualcomm stadium, will now provide a matching donation for all online orders it receives for the wipes.

“For every consumer order of Fresh Bath Travel Wipes that comes in over the next two weeks, we will send matching shipments to fire departments and shelters in San Bernardino County and other areas still threatened by the fires,” said AMK’s marketing director Frank Meyer.

“We hope this donation, which empowers our customers to contribute, will provide some measure of comfort to the thousands of people who are now living in shelters as well as to the firefighters on the front lines who are still battling to put out fires,” he added.

According to Jennifer Wolff, director of corporate partnerships for the city of San Diego (the agency responsible for helping to coordinate distribution of supplies at the shelters and relief centers), hygiene wipes, along with blankets and hand sanitizer, remain among the most needed items.

For more information on how you can contribute to AMK’s Wildfire Relief Effort, visit: http://www.adventuremedicalkits.com/l_cafire.asp

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.