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ADVENTURE® MEDICAL KITS EXPANDS SALES AND MARKETING TEAM
New Hires To Help Manage Company's Rapid Growth

(OAKLAND, CA – JULY 23RD, 2008) – Adventure® Medical Kits, the leading developer of safety and survival gear for outdoor enthusiasts, today announced several new key appointments to its sales and marketing departments. In sales, AMK has added two Inside Sales Reps, Jonathan Greer and Kyle Peter. Both Greer and Peter bring to AMK an impressive work pedigree in the outdoor industry.

Greer joins AMK from REI where he spent four years as a Retail Sales and Training Specialist at the retailer's Concord, California, location. While at REI, he helped refine corporate-wide sales training methods and coordinated outdoor marketing events, among other duties. During his time there, Greer received the REI Employee Excellence award three consecutive years. Prior to REI, Greer worked as a Mountain Safety Supervisor at Northstar's Mountain Safety Division, in Tahoe, California, where he managed communications between mountain safety and ski patrol departments as well as employee training programs. A graduate of Saint Mary's College of California, Greer is also an avid cyclist, who competes regularly in races across the country. Most recently he completed the "24 Hours of Adrenalin" race in Laguna Seca, California. As AMK's Western Regional Inside Sales Rep, Greer will provide support to AMK's Western-based outside sales representatives and midsize retail accounts.

Equally entrenched in the outdoor industry, Kyle Peter arrives from Boulder-based GoLite, where he served as a customer service rep for the past two years. Peter was charged with managing key customer and retailer needs for GoLite in the West Lake, New England and Mid-Atlantic Territories. A certified Wilderness First Responder, Peter is also a graduate of the National Outdoor Leadership School (NOLS) and the Wilderness Medicine Institute. As Eastern Regional Inside Sales Rep, Peter will provide support to AMK's East-coast external sales representatives and midsize retail accounts. Kyle is also an avid adventure racer, recently competing in the Primal Quest race in Bozeman, Montana.

Rounding out the new additions to AMK sales is Sarah Tantillo, who was recently appointed to the post of Sales Coordinator. Tantillo's work experience includes stints at

GoLite, where she was a customer service rep, and at New Jersey-based Basecamp Adventure Outfitters, where she worked as both a buyer and assistant manager. In her new position, Tantillo will head up the company's customer service department, providing support to AMK sales and serving as the department's liaison with AMK marketing and production. A committed hiker and kayaker, Tantillo just returned from Norway where she spent time getting close to polar bears.

All three of the new hires will report directly to National Sales Manager Joe Sementilli, who will now focus primarily on managing AMK's national retail accounts and outside rep groups.

"We're extremely excited about the new additions to the AMK sales team and are confident that, in doubling our sales staff, we will be able to grow the company beyond the incredible heights it has already achieved," says AMK President Chris Gubera.

Indeed, in the last two years, AMK has seen demand explode for its offering of innovative adventure gear, especially its survival line, which has doubled in sales in the last two years.

AMK is also adding to its marketing department, promoting Nate Offenbergl to Product Development Manager and Jordan Hurder to Product Specialist.

Formerly AMK's Purchasing Manager, Offenbergl was a key member of the team which developed last year's S.O.L. Pak, which became the most successful launch in the company's history. In his new remit, Offenbergl will be responsible for managing products throughout their lifecycle, as well as identifying and implementing the most cost efficient manufacturing and sourcing means.

As AMK's new Product Specialist, Jordan Hurder, who joined the company a year ago from Bike-alog as a Marketing Project Manager, will be responsible for maintaining product, component, and raw material specifications. Hurder will work with the Product Manager to write product specifications including detailed drawings to vendors for prototype development. Jordan will also continue his role as Trade Show Coordinator.

Both Hurder and Offenbergl will report to AMK marketing director Frank Meyer.

"The incredible product knowledge, attention to detail and level of creativity that Nate and Jordan bring to bear in their new roles will ensure that AMK will continue to develop the innovative and market-leading adventure gear that the company has become famous for," says Meyer.

The fruits of their labor can be seen in AMK's New Travel Series of eco-friendly medical kits and the S.O.L. 3, a combination survival, first aid and gear repair kit. AMK is set to unveil both the Travel Series and S.O.L. 3 at next month's Outdoor Retailer Show (Booth #9019).

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 AfterBite®. 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