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ICE-ER, LLC appoints Community Affairs Development Manager for ICE Sticker Campaign

MANCHESTER, NH 27 September 2005 — New Hampshire based ICE-ER, LLC, has appointed Martin Howell of Atlanta, Georgia, as Community Affairs Development Manager to evolve the grassroots campaign that has been spreading around the world of ICE.

ICE-ER, LLC has developed an iconic sticker to be placed on an individual's cell phone to serve as an alert, and invitation, to paramedics to contact their designated person "In Case of Emergency" or ICE for short and has been marketing the sticker on the company website at www.icesticker.com.

"The response to ICE and the ICE Sticker has been overwhelming" commented James Pendegraft, creator of the ICE Sticker. "We recognized we needed additional resources and expertise to manage the logistics and communications with the many community based organizations that are spreading the word about ICE with the ICE Sticker. Mr. Howell brings those exact skills to the organization."

In addition to the ICE Sticker, free brochures and posters are available for download on the website to help support local campaign efforts. ICE-ER, LLC has recently added bulk order quantities designed for community service groups and has customizable graphics available.

"We have sent materials to schools, hospitals, police departments, companies and social clubs. The media has been doing a great job spreading the word to individuals. The ICE Sticker remains a critical component of the program as it serves as a clear symbol that the injured or shocked person has established a communication protocol, enabling medical and emergency personnel direct access to the point of contact." Pendegraft added.

For additional information or a sample copy, Contact

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The ICE Sticker is a red vinyl sticker 1" in diameter with the letters ICE in bold. The words "Contact Available" and "In Case of Emergency" are also displayed. Red, being the universally accepted color for emergency and distress is high impact and will draw attention. The 4mil thick vinyl stickers are designed to withstand the high use characteristics of the cell phone. The sticker adheres to the back of the phone (most commonly placed on the battery pack) and serves as a visual alert that the individual has established an "in case of emergency" contact listed inside the phone.

ICE-ER, LLC is a New Hampshire based company that owns the domain name www.icesticker.com.

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