

New Product Announcement

Safe-Hit's new patent-pending sign post reflector products, the Snap-It™ and the Wrap-It™, are available for sale March 28, 2005.



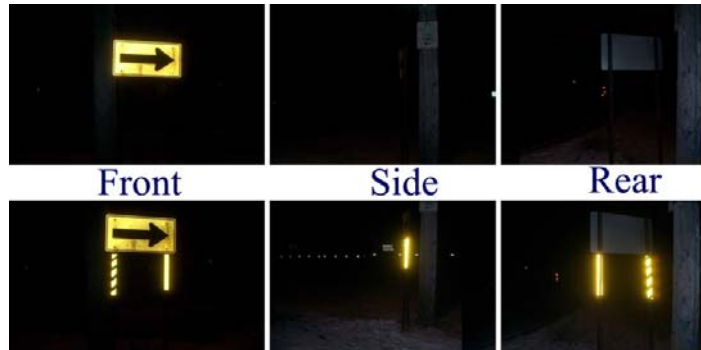

Snap-It
Reflector


Wrap-It
Reflector

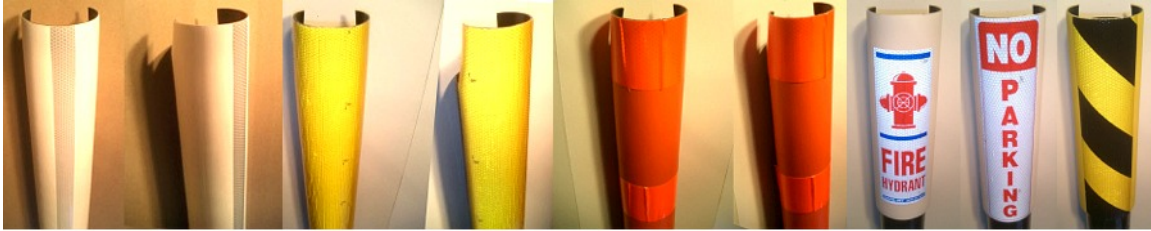
The Snap-It and Wrap-It reflectors are a new way to enhance the visibility of sign posts and to improve the visibility of steel post delineators. Both the Snap-It and Wrap-It allow for fully unidirectional reflective coverage. This means you are able to enhance the sign in the direction of traffic and mark the post as an object to be avoided for approach from all directions.


Snap-It
Reflector

The Snap-It works very well on U-channel and round posts. Installation requires no hardware and is as easy as the name. Simply snap the slotted tube over the post and adjust. Its that simple. The Snap-It is very snug and doesn't need additional hardware unless desired.



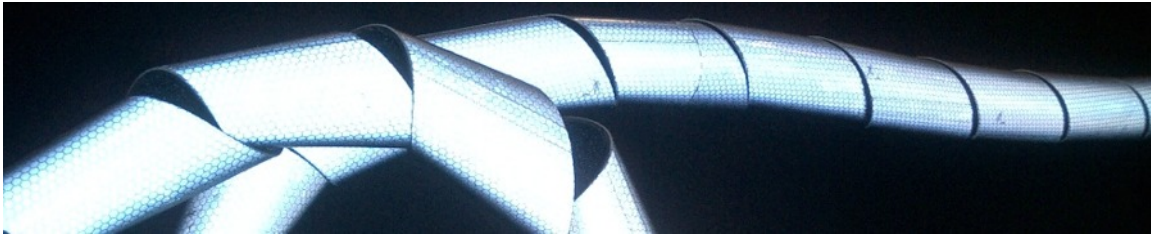
The Snap-It is available in a wide range of prices and performance levels. Smaller Snap-Its with 1" strip reflective provide functional forward visibility for less than \$2 list price. The more reflective you add improves performance and increases pricing accordingly. A Snap-It with 3" wide reflective does a very good job providing frontal visibility and some side visibility. A fully reflectorized Snap-It provides the best fully directional coverage. If fully directional coverage is needed but a more economical solution is needed, a great compromise is the 3" bands of reflectives mounted 6" apart.



No matter what solution is needed, Snap-It has the flexibility to meet your needs in terms of price and performance.

SAFE-HIT **Wrap-It** Reflector

The Safe-Hit Wrap-It Reflector is ideal for odd shaped, larger posts, or even small trees! It is also very easy to install and utilizes the same high intensity reflective available on the Snap-It. An added bonus is the intrinsic hazard pattern that is produced when installed.



Included in this product release package is:

- ✓ Snap-It / Wrap-It Product Information Sheet.
- ✓ General Product Specification.
- ✓ Price List
- ✓ Installation Instruction Sheet
- ✓ Press Release
- ✓ Multi-Directional Application Sheet
- ✓ A CD with all these documents, as well as a number of pictures in JPEG format are included to use in your PowerPoint presentations.

Please let me know if there is additional information or assistance I can offer to help you promote Snap-It and Wrap-It.

Best Regards,

Kent Kekeis
Safe-Hit Market Manager