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FOR IMMEDIATE RELEASE:

AED Packs Field-Tested on Soccer

Salt Lake City, Utah – September 20, 2007 – Sometimes, field testing means exactly that. On the sidelines of a recent professional soccer match at Rice-Eccles Stadium, the Real Salt Lake (RSL) athletic trainers became the latest medics to put StatPacks products through the rigors of a high-profile sporting event.

“It is crucial for us to test our packs in different environments,” said Scott Nelson, the former EMT who founded StatPacks and still spearheads product development, relying on field tests from the streets of Baghdad to stands at the Superbowl. “There’s no substitute for actual experience. Working with the RSL trainers will help us to build gear that solves real problems for other sports medics.”

That’s exactly what drew Jake Joachim, the team’s head athletic trainer, to StatPacks: a specific need for his staff. “We don’t have a permanent training field yet, so we have to carry our gear to different sites,” he said. “I don’t have a stadium with an AED down on the field or in the locker room. It’s too old.”

After spotting StatPacks in action on the sidelines of an Arena Football League game, Joachim visited the company’s booth at a Las Vegas trade show, where he set his sights on the QuickLook AED. “This is perfect because it holds the AED, it’s very accessible and it comes in a backpack so it’s easy to carry around,” Joachim said.

Specifically designed for rapid access to an AED during the first ten crucial minutes of a cardiac emergency, the QuickLook AED comes with three sub-pack modules for additional supplies. Testing has already led to one improvement, making it easier to pull the AED out of the pouch. “We added a coating to the Neoprene fabric that made it a little smoother on the action,” Nelson said.

Inspired by these ongoing field tests, StatPacks has created new products designed specifically for sports and event medics. Currently in prototype and testing mode, these products are slated to hit the market in spring 2008.

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Company Overview

StatPacks designs, manufactures and markets innovative backpacks, modules and accessories for emergency response professionals. Based in St. George, Utah, StatPacks offers an expanding range of mission-specific product lines, built around ergonomic, two-strap packs and supporting modules. With high-tech construction, practical features and ultra-efficient organization, each field-tested StatPacks product is designed to make good medics faster.