



SATELLITE MESSENGER

Be Prepared with Peace-of-Mind or If Something Goes Terribly Wrong

Mike Brady was working alone care-taking a hunting lodge in Wrangell St. Elias National Park, one of the largest and most remote areas of Alaska, when he collapsed in minus-30-degree temperatures. Fortunately, Brady's brother, Terry, gave him a SPOT Satellite Messenger in November 2007 as a gift.

Since Mike was out of reach from cell phones and land lines, Terry bought SPOT for his own peace of mind as well as a potential life-saving device for his brother. In this case it functioned as both.

For two months, Mike Brady periodically pushed the "I'm OK" button on his SPOT to send his brother an email message that all was well. When Brady collapsed in the frigid Alaskan wilderness on January 2, 2008, he simply pushed the "9-1-1" button on his SPOT and initiated an emergency message that was routed through the GEOS International Emergency Response Center in Houston. Dispatchers there notified the Alaska Air National Guard, which immediately initiated a rescue helicopter to the GPS coordinates where Mike Brady had collapsed. Soon after, Brady was in-flight to an Anchorage hospital.

"SPOT saved my life," said Brady. "If my brother hadn't given it to me before I left, I might not be here right now."

Terry Brady knows SPOT was literally the gift of a lifetime for his brother.

"A year ago, devices like this were either impractical or unaffordable," Terry said. "Thanks to SPOT, I was able to give a life-saving gift that helped keep my brother alive."

To watch the video of Mike's testimony, visit online at www.findmespot.com.

WHAT IS SPOT?

The SPOT Satellite Messenger is the world's first personal safety device that uses the GPS satellite network to determine location and a commercial satellite network to transmit messages to friends, family or an emergency service center in time of need, or just for fun.

SPOT works independently of cellular phone and radio coverage. And it can send a message from remote locations around the world. Most importantly, using satellite GPS coordinates, SPOT provides your exact location more accurately than you could possibly provide in a telephone call, even when that's an option.



SIMPLE, AFFORDABLE

There's no learning curve for SPOT users. This waterproof, 7-ounce, wallet-sized device can be clipped on a belt or placed in a pocket. It has only four simple push buttons that allow the user to perform these simple, yet potentially life-saving and everyday useful functions:

- **Help** sends a request for help to friends and family.
- **Check In** lets contacts know where you are and that you are okay.
- **Alert 9-1-1** notifies emergency responders of your GPS location.
- **Track Progress** sends and saves your location and allows contacts to track your progress using Google Maps™.

The suggested retail price for SPOT is only \$169.95. With the service fee of \$99 per year, you have unlimited use of the check-in "OK", Help and 9-1-1 features. For an optional \$49.95 per year, you have the ability to track your GPS progress or share your adventure with friends on Google Maps™.

EVERYDAY USES

The life-saving potential of SPOT is obvious. But the everyday uses of the device both add to its value and increase the odds that a SPOT owner will have the device in hand if ever an emergency occurs.

While the Check-in "OK" button lets family and friends know where you are and that you are OK, it also sends and saves your GPS waypoint in Google Maps, and can be used to mark exact locations of everything from white-tail buck scrapes to largemouth bass spawning beds. Or you might want to share the location of your favorite swimming hole along a wilderness hiking trail. The list of potential uses is limited only by your imagination.

SPOT provides peace-of-mind everyday and emergency assistance when it's needed because things happen when you least expect, especially in remote locations outside of cell phone coverage. Be prepared. From a sea kayaker rescued off the Tasmanian coast to stranded snowmobilers stuck in a Colorado white-out, the list of SPOT rescues is growing rapidly.

Save a life. Provide peace-of-mind. Share your adventure. All are possible anywhere with a SPOT in hand.

To learn more on about SPOT and its safety benefits – from disaster preparedness to outdoor adventure purposes – visit www.findmespot.com.

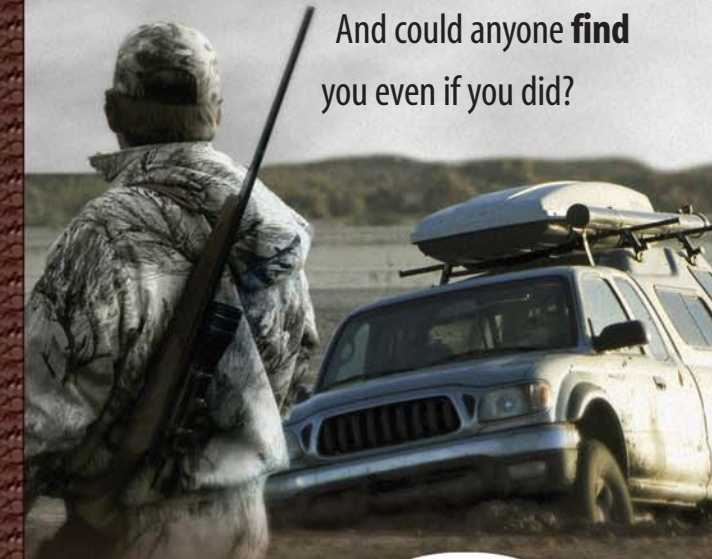
For more info: Circle #22 on Action Insert Card

You're **miles** away from everything.

What if there's an **accident**?

Could you **call** for help?

And could anyone **find** you even if you did?



SPOT can give you and your loved ones **assurance** that your next adventure will be a **safe** one.



LIVE TO TELL ABOUT IT

www.findmespot.com

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