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# QUAKEHOLD REBATE PROGRAM A SUCCESS

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## For Immediate Release

Escondido, CA – (January 25, 2006) – QuakeHold! by Trevco, America's leader in earthquake preparedness, is pleased to announce that its 2005 rebate program was a success.

The program, the first of its kind, ran through the end of 2005 and was aimed at encouraging Californians to take action to secure their household contents by taking advantage of the opportunity to get half off the cost of QuakeHold! earthquake safety fasteners. The program was underwritten by the California Earthquake Authority.

QuakeHold! lodged a successful submission in response to a Request For Proposal (RFP) extended by the CEA. The RFP focused on the issue of interior mitigation and called for strategies on how best to get Californians to heed the call to action on the need to be prepared. The focal point of the QuakeHold! submission was an in-store promotion whereby consumers were able to recoup up to 50 percent of the purchase price of QuakeHold! safety fasteners simply by picking up a rebate coupon at the point-of-purchase and mailing it in.

The program's success was due in large part to QuakeHold! being able to secure the participation of major home improvement centers - the Home Depot, Lowe's and Orchard Supply Hardware, along with Ace, True Serve and Do-It Best. Special Earthquake Safety displays were installed in stores, each display featuring an array of safety fasteners, as well as copies of the earthquake safety handbook 'Putting Down Roots in Earthquake Country' that contained the rebate coupons. The booklet, developed by the CEA, Southern California Earthquake Center, USGS and FEMA, outlines the seven steps to follow to earthquake safety, the first of which is to identify potential hazards in a home and secure them from toppling over.

"We offered a financial incentive because we felt that it was one of the best ways to get people's attention," said QuakeHold! president Dean Reese. "Our ongoing mission is to encourage all Californians to be prepared, but trying to get them to take action is often a challenge. The CEA recognized that challenge and is to be commended for putting its money where its mouth is by making a genuine commitment to help make California as earthquake prepared as possible."

The California Earthquake Authority approved the QuakeHold! submission because it fell within the Authority's stated goals of helping homeowners to help themselves.

"The CEA is pleased to support programs that encourage homeowners to protect themselves from earthquakes. Anything that helps consumers to get prepared is something that we will always get behind," said CEA Director of Consumer Services Nancy Kinkaid.