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World's Biggest Mobile Earthquake Simulator Debuts in Los Angeles

For immediate release

Escondido, CA – (January 9, 2007) – The world's newest, biggest, and most extreme mobile earthquake simulator will make its international debut today at the University of Southern California in Los Angeles as part of the launch of the Earthquake Country Alliance *Dare to Prepare* campaign for 2007.

The mobile earthquake simulator has been specially customized to enable it to recreate the severe shaking that occurs with earthquakes. Its purpose is to educate Californians about what can happen inside their homes during an earthquake when contents are not secured.

The simulator is a 24' long trailer featuring a sophisticated hydraulic system that has been specifically engineered to simulate varying degrees of earthquake intensity. It has been fitted out with furnishings to replicate a typical living room; some of the contents have been secured while others haven't, and when the simulator shakes it recreates conditions similar to those that would be experienced in a home in an earthquake. The concept for this state-of-the-art mobile simulator was developed by QuakeHold!, America's leader in earthquake safety fasteners.

"It's the most extreme, most realistic mobile earthquake simulator ever built," said QuakeHold! president Dean Reese. "Our main objective is to demonstrate what an earthquake can feel like and show people what can happen to their household possessions if they're not secured.

"When you're in it, you feel like you're being rocked by a real earthquake and the aim of the demonstration is to give you a much better understanding of the need to have your things fastened down. We show people how to secure their furniture, appliances and other possessions so that their things won't get broken or damaged beyond repair. Because earthquakes strike suddenly and violently, the best defense is to be prepared and that's what this simulator is all about.

"We're pleased to be a partner with the *Dare to Prepare* campaign and because the mobile simulator is unique and interactive, it's an awesome way to teach the 'secure your space' message to Californians."

QuakeHold! was established in 1991 and is the largest manufacturer of earthquake safety fasteners in the United States. QuakeHold!'s mission is to help prepare communities, because preparedness is the best defense against earthquakes.

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