



June: National Safety Month

SAVING ONE LIFE AT A TIME: VEDANTE REVEALS WORLD'S MOST REFLECTIVE BANDS

NATIONAL SAFETY COUNCIL ROCKY MOUNTAIN HEALTH AND SAFETY CONFERENCE, DENVER , CO - *May 11, 2008* - Vedante™ today revealed its new line of super reflective POP BANDS™ that are visible at a distance 30%-300% greater than any other comparable product. This crucial extra distance provides users with a significant safety advantage by increasing those valuable extra split seconds for drivers or co-workers to see and react to them. With Vedante™ POP BANDS™, companies and government agencies now have an effective, very low-cost solution to keeping their employees and customers safe in low light conditions and at night.

“Visibility distance is a vital factor for safety” says Barbara Kantor, Designer/CEO of Vedante™, “greater visibility equals greater reaction time, so our super reflective POP BANDS™ give users a crucial safety advantage. With this in mind, users should not opt for second best.”

“There are many applications for this performance product, ranging from road safety and construction/drilling site safety to protecting employees who have to walk across large parking lots to their car after hours. Plus, Vedante™ POP BANDS™ are unique in that they come in the latest fashion colors so users enjoy looking good while being safe” adds Kantor.

Vedante™ POP BANDS™, pop on playfully like snap bands and use the latest in reflective technology and bright colors to reflect 500-1,500 feet, while most other products on the market only reflect 100-600 feet. Their unique design also makes it easy to travel with reflective gear and a quick solution to protecting employees, customers and even guard dogs at night. Just “Pop” them onto your wrist, ankle, bike, or backpack or use them as a reflective armband.

POPBANDS™ are size adaptable, and 360° reflective. Available in sizes medium and large in yellow or white (reflect up to 1,500 feet and ANSI 107-2004 compliant), tangerine (reflect up to 1,050 feet and ANSI 107-2004 compliant), and pink, red, blue and green (reflect up to 500 feet). Retail price is \$11.98 - \$12.98 for a package of two at vedante.com. For 360° night visibility and the highest level of safety, Vedante recommends that pedestrians and bicyclists wear four bands: one on each arm above the elbow and one on each ankle.

About Vedante™:

Vedante™ (pronounced [veh-dahn-tay]) is a company committed to saving lives and reducing injuries from pedestrian-vehicle and bicycle-vehicle accidents. The mission is to increase visibility, and therefore nighttime safety through education, awareness campaigns and the development of “fashion that reflects well on you™”

CEO Barbara C. Kantor, founded Vedante™ in 2006. Barbara’s inspiration came during an evening walk when she witnessed a pedestrian being struck by a car. The pedestrian, in a cross walk, was unaware of the driver’s inability to see her. Deeply impacted by what she saw, Barbara delved into research on safety and visibility and then studied reflective products that were currently on the market. Barbara’s research and her 25 year background in fashion design led to her development of Vedante™ reflective safety products for people and pets that are attractive and easy to use. Products, including reflective arm-bands, are currently available at, vedante.com