

FOR IMMEDIATE RELEASE

SABRE® to Introduce New Personal Safety Products at 2019 SHOT Show, Booth 13376

Chicago, IL. — January 21, 2019 — [SABRE](#), the number one pepper spray trusted by police and consumers worldwide, is unveiling three new products at [2019 SHOT Show](#) (booth 13376), January 22-25 in Las Vegas, including the Smart Pepper Spray. The Smart Pepper Spray combines Bluetooth technology with best-in-class pepper gel to provide users with both a connected alert system and personal defense spray in one device.

In addition to the Smart Pepper Spray, SABRE will also be introducing the Safe Escape Auto Tool, the first three-in-one safety tool of its kind, and the compact Key Fob Stun Gun at the show. These three new safety devices are the latest addition to SABRE's diverse line of products and demonstrate the company's continued commitment to personal safety.

"As the leader in personal defense for civilians and law enforcement around the world, SABRE takes pride in bringing cutting-edge personal safety products to SHOT Show and consumers year after year," said SABRE CEO David Nance. "Our newest products continue that tradition, taking personal safety to the next level by utilizing connectivity and ingeniously integrating multiple safety devices into a single product. These products are designed to give consumers that extra level of security, whether on-the-go or at-home."

Smart Pepper Spray

The Smart Pepper Spray is a Bluetooth connected device and includes a companion app, designed to send help alerts by push notification to assigned contacts or nearby users in the SABRE community when the spray is deployed. If the maximum strength pepper gel is deployed or the user manually triggers the in-app alert button, the alert will include the user's location at the time the request for help is sent. A geotracking feature continues to monitor the user's location following the initial help alert. Users can also see past alerts that have happened in the area, providing location information to help better plan running, walking, biking or hiking routes. According to a recent Consumer A & U Study on Personal Safety, 47 percent of consumers want their personal safety devices to connect them to others wherever they go. The Smart Personal Safety Device is for everyone with an active on-the-go lifestyle to help them stay safe and connected and feel less vulnerable doing the things they love.

Safe Escape Auto Tool

The Safe Escape Auto Tool is a compact 3-in-1 device that includes maximum strength pepper gel, a seat belt cutter and a car window glass breaker, all in one convenient and practical tool. The tool safely allows users to escape danger when its needed most. The maximum strength pepper gel within the Safe Escape sprays up to 12 feet (4 meters), 20 percent farther than traditional pepper spray with virtually no blowback—ensuring the gel hits the target and only affects what it directly contacts. The belt cutter easily cuts seat belts in seconds, while the window glass breaker's durable stainless-steel tip punctures glass for a speedy escape.

Key Fob Stun Gun + Personal Alarm

The Key Fob Stun Gun + Personal Alarm is compact, concealable and effective with extreme stopping power. The device includes strong pain inducing shock probes which have an impressive 1.154 microCoulombs (µC) charge causing intolerable pain. The attention-grabbing 115 dB alarm is audible up to 500 feet (150 meters) away, deterring attackers and alerting

bystanders. In addition, the device includes a 70-lumen LED flashlight to help users light their way to safety.

SABRE will feature these new products and many other personal safety devices at 2019 SHOT Show, January 22-25 in Las Vegas. For more information on SABRE's full line of safety devices, visit SABRE at SHOT Show at **booth 13376** or www.sabred.com.

ABOUT SABRE®

SABRE, the leading brand in personal safety and most trusted pepper spray by police and consumers worldwide, is family owned and operated with over four decades of experience. The company's law enforcement grade pepper sprays provide consumers with the same superior quality chosen exclusively by the New York Police Department, Los Angeles County Sheriff's Department, and thousands of law enforcement agencies worldwide. Stay informed by following SABRE on Facebook at [@SABREredpepperspray](https://www.facebook.com/SABREredpepperspray), on Twitter [@SABRERed](https://twitter.com/SABRERed), on Instagram [@SABRESafety](https://www.instagram.com/SABRESafety) or by visiting www.SABREred.com.

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