HELP HAITI EARTHQUAKE VICTIMS AND YOUR FAMILY
The Ready Store Donates to Haiti Earthquake Victims with Every Order of Emergency Supplies

Bluffdale, UTAH – Jan. 14 2010 – The Ready Store (www.thereadystore.com), leading nationwide online retailer of food storage, MREs, and emergency preparedness supplies, today announced that they will donate $5.00 for every order placed on www.TheReadyStore.com to the American Red Cross International Response Fund. The donations will go to help the victims of the 7.0-magnitude earthquake which hit just outside the capital of Haiti on Tuesday. Along with making it easy to help victims of the disaster in Haiti, The Ready Store is giving Americans a chance to help themselves and their families prepare for disaster at home.

“Whenever there is a disaster like this, I’m always amazed at how people just come out of the woodwork and are so generous with helping complete strangers,” said Jeff Davis, CEO, The Ready Store “at the same time, I see time and time again that catastrophes can be averted with even a little preparation ahead of time. People are incredibly willing to help a stranger with food, water, and shelter when they need it, but too often don’t bother to provide the same necessities for themselves and their families in the event a similar disaster occurs in their own town. We just hope we can help people today, so when disaster strikes tomorrow, they’re ready.”

Because of the magnitude of this disaster, and its proximity to home, The Ready Store has decided to set up the ReadyRelief fund. This fund will be used to aid victims of similar disasters in the future and will give Americans an easy way to prepare themselves and help the world at the same time.

For more information regarding The Ready Store, the ReadyRelief fund, and how you can assist in The Ready Store’s plans to contribute to relief efforts for Haiti earthquake victims, please contact The Ready Store at 1 (800) 773-5331, or visit their website at www.thereadystore.com/readyrelief/haiti-earthquake-relief for more information.

ABOUT THE READY STORE
The Ready Store is a firm based in Bluffdale, Utah and was founded in 2004. They operate nationwide and have helped tens of thousands of families across the country get ready for emergencies. The Ready Store currently employs about 20 people in the
emergency preparedness supplies industry. The Ready Store manufactures traditional
dehydrated and freeze-dried food storage under the Saratoga Farms Brand and retails
other prominent food storage brands such as Mountain House. The Ready Store also
retails a comprehensive variety of emergency preparedness supplies such as MREs, food
bars, emergency kits, first aid, water storage, emergency cooking supplies, and
emergency lighting and communication. They can be reached by mail at 14557 S 790 W,
Bluffdale, Utah 84065, by phone at 1 (800) 773-5331, or by email at
prcontact@thereadystore.com.