

FOR IMMEDIATE RELEASE



Media Contact

M Enterprises

Michelle Renee

760-579-1032

Michellerenee_@hotmail.com

June 2008: National Safety Month

New Reflective Product By Vedante™ Saves Lives

... combines markedly higher performance with fashion and playfulness for night visibility ...

BOULDER, CO. — *April 17, 2008* — How many times have you heard "I didn't even see him/her"? Every 7 minutes a pedestrian is either injured or killed in a traffic accident with fifty percent of these injuries occurring between 6pm and 12am. Luckily, Vedante (Vedante.com) has introduced the latest reflective technology into products which keep those stepping out at night safe.

"We're making it fun and fashionable to be reflective," says Barbara Kantor, Designer/CEO of Vedante. "But we're not compromising on performance. Our latest product, Vedante™ POP BANDS™, which pop on playfully like snap bands, use new technology and bright colors to reflect 500-1,500 feet, while most other products on the market only reflect 100-600 feet" Barbara continues. "The unique design of Vedante's™ POP BANDS™ also makes it easy to travel with reflective gear and a quick solution to protecting yourself, your kids and even your pets at night. Just "Pop" them onto your wrist, ankle, bike, stroller or use them as a reflective armband."

Vedante's™ POP BANDS™ are also drawing attention from companies with employees that work in dimly lit areas or for those who have to walk across large parking lots to their car after hours. Government agencies such as the Department of Transportation can adopt a "POP BAND" policy for workers that is affordable and effective.

POP BANDS™ are fun, size adaptable, and 360° reflective. They are 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 www.amazon.com and vedante.com. For 360° night visibility and the highest level of safety, Vedante recommends that joggers and bicyclists wear four bands: one on each arm above the elbow and one on each ankle.

Vedante's™ POP BANDS™ utilize a special kind of Retroreflective technology that helps the eye perceive light in low-light conditions by returning light rays in the direction from which they came. Through retroreflection, a large amount of reflected light is returned directly to the original light source, such as a car's headlights.

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 armbands, are currently available at, vedante.com and www.amazon.com