



NORTH AMERICAN RESCUE®
www.NARescue.com · 888.689.6277

June 3, 2013

FOR IMMEDIATE RELEASE

Contact Information:
Lonnie Johnson, Director of MARCOM
(864) 968-4098
ljohnson@narescue.com
www.NARescue.com

C-A-T® TOURNIQUET – SAVING LIVES IS NOW EVEN MORE AFFORDABLE

Greer, SC (June 3, 2013) – North American Rescue® LLC (NAR) announced that it has lowered the price of the lifesaving C-A-T® (Combat Application Tourniquet®). The previous MSRP of \$35.33 has been reduced by 15% to \$29.99 for the Tactical Black and Rescue Orange C-A-T® editions, while the Blue Trainer C-A-T® now has a reduced MSRP of \$35.60. This makes the C-A-T® even more accessible to military, government agencies, EMS, tactical/patrol officers, school resource officers, educational institutions, public event producers, civilians and individuals.

“NAR has delivered over 10 Million C-A-Ts® to customers around the world. Due to the large volume of tourniquets being produced and advances in manufacturing efficiency, we are pleased to offer lower prices to our valued customers,” stated Tom Barthel, President of North American Rescue. “We want to make saving lives more affordable.”

Resulting from the C-A-T's® successful treatment of the most commonly preventable battlefield death, extremity hemorrhage, the concept of tourniquets saving lives is no longer just a clinical hypothesis; based on multiple studies that have published throughout the last decade, it has become a measurable reality. The C-A-T®, branded with NAR's signature Red Tip Technology®, is recognized as the world's most widely utilized and most effective field tourniquet and is standard issue to every U.S. Soldier and U.S. Marine.

“The most valuable piece of medical equipment that first responders in any environment need to have readily available for treating major bleeding caused by injuries to extremities is the C-A-T®,” stated Brent Bronson, Director of Product Management. “While costs are rising for most medical equipment in today's economy, we are very pleased to be able to pass on these significant savings.”

Currently the C-A-T® is in its sixth generation of production and available for purchase from North American Rescue®, through the www.narescue.com website or by calling their customer service department at (864) 675-9800.

North American Rescue (NAR), based in Greer, South Carolina, has proudly enjoyed the honor of serving their country, community, and customers since 1995. NAR is leading the way in saving lives by providing innovative casualty care solutions to our uniformed soldiers, first responders, health care professionals, and security forces both at home, and abroad. For more information on North American Rescue and products visit www.NARescue.com or call (864) 675-9800.

###