



**NORTH AMERICAN RESCUE**  
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**FOR IMMEDIATE RELEASE**

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## **NORTH AMERICAN RESCUE NOW OFFERS CERVICAL CLEARCOLLAR**

**Greer, SC (March 11, 2013)** – North American Rescue, LLC and Clear Advantage Collar, Inc. are pleased to announce the engagement of a partnership appointing North American Rescue (NAR) to be the exclusive military distributor of the world's first transparent cervical collar. Under terms of the arrangement, NAR will have exclusive rights to market, sell and distribute the ClearCollar™ for the military, with non-exclusive rights to market, sell and distribute to civilian markets.

Available immediately, North American Rescue is adding the NAR Cervical ClearCollar to its comprehensive product line of high quality immobilization and splinting equipment. This innovative device is Made in America and offers the significant advantage of reducing the need to move a patient unnecessarily in order to visualize the neck area when treating or reviewing the patient's status. Traditional opaque cervical collars require removal of the device or movement of the patient in order to achieve the necessary visualization for treatment evaluation. When dealing with head and neck injuries, minimizing any movement is the optimal option.

Kris Bordnick, President of Clear Advantage Collar, stated, "Clear Advantage Collar is pleased to have completed a distributor partnership with North American Rescue and the markets they serve. North American Rescue is a market leader in their field, whose mission and values align with those of our company, creating a perfect manufacturer and distributor relationship. We are looking forward to working with the North American Rescue's Team in expanding our presence in the Military and Rescue Markets."

"NAR is proud of the opportunity to work with Clear Advantage Collar as their exclusive distributor to the U.S. Military," stated Tom Barthel, CFO and Interim President. "Partnering to bring our valued customers innovative devices that save lives is a privilege and we are pleased to add this product to our offerings."

The NAR Cervical Clear Collar is a clinically effective cervical collar that allows for visualization of the neck during all phases of patient treatment. This American-made product ensures the best patient care throughout all phases of care, from the battlefield to the hospital.

Clear Advantage Collar, Inc. is a registered C-Corporation in North Carolina headquartered in Charlotte, North Carolina. For more information on the company or product, please email [info@theclearcollar.com](mailto:info@theclearcollar.com).

North American Rescue (NAR), based in Greer, South Carolina, has proudly enjoyed the honor of serving their country, community, and customers for over a decade. NAR is leading the way in decreasing preventable deaths by providing innovative casualty care solutions to our uniformed soldiers, first responders, health care professionals, and security forces both at home, and abroad in foreign combat zones. For more information on North American Rescue and products visit [www.NARescue.com](http://www.NARescue.com) or call (864) 675-9800.

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