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ASHBURY INTERNATIONAL GROUP INC. DIVERSIFIES INTO EMERGENCY PREPAREDNESS AND DISASTER RESPONSE BUSINESS WITH NEW ICE PACK™ BRAND

Central Virginia defense contractor creates new Emergency Preparedness Division to serve consumers, corporate industry and local government critical infrastructure with turnkey system solutions

MAY 18, 2010 – Charlottesville, VA. - Ashbury International Group, Inc., a Department of Defense Prime Contractor and manufacturer, is launching an Emergency Preparedness Division.

Under the newly created ICE PACK™ (In Case of Emergency) brand, the division will provide a range of turnkey emergency preparedness and disaster response solutions to consumers, government, industry and corporations responsible for critical infrastructure operations.

Developed in the wake of the costliest natural disaster in U.S. history, Hurricane Katrina, and the most egregious terrorist attack on U.S. soil ever, on 9/11, Ashbury International Group was inspired to create a range of systems-based emergency preparedness solutions for a wide array of modern emergency and disaster situations.

"It is time to provide concerned civilians and private sector businesses comparable levels of resiliency that many in the upper levels of government currently maintain," said Morris Peterson, Ashbury International Group president and CEO. "Ashbury is developing solutions to support those who may be affected by an emergency or natural disaster, with an effective, systems oriented approach to assessing, planning, equipping, responding to and recovering from these events with a distinct focus on sustainment versus survival."

The driving force behind the development of ICE PACK™ systems by the Emergency Preparedness Division is based on Ashbury International Group's specialized systems integration knowledge and more than 15 years of global technical, logistical and training experience to include supporting the Defense Department in Operation Iraqi Freedom and Operation Enduring Freedom. That experience formed the basis for understanding the "real world" needs of persons on the ground during emergencies.

"Virginia's Greene County Economic Development Authority believes Ashbury's expansion highlights the strong business platform Greene County offers and a supportive community which understands the importance of local business growth," said Tony Williams, executive director, Greene County Economic Development. "We are excited by the new skilled jobs the ICE-PACK expansion brings to our county and look forward to Ashbury's continued success."

Williams added, "During times of unprecedented natural, man-made and terrorist related disasters, it is comforting to know our county houses such unique resources and strong leadership."



The Emergency Preparedness Division is developing ICE PACK™ system solutions to:

- Educate, train and provision organizations, individuals and families to plan, and be resilient during disasters and emergencies
- Support and enable continuity of government, industry and commercial critical infrastructure operations
- Provide stability until social and civil services are restored
- Support safe escape and evacuation from dangerous environments

For more information about Ashbury International Group's Emergency Preparedness Division and the ICE PACK™ brand, visit www.ice-pack.com.

About Ashbury International Group

Professionals, with active global government security and defense industry expertise founded Ashbury International Group, Inc. in 1995. Headquartered in Ruckersville, Virginia, Ashbury International Group is a small, minority-owned business located in Greene County. The company provides state-of-the-art technical, logistical equipment and training support to courageous Americans who protect, serve and defend the U.S. Ashbury International Group serves multi-national corporations, non-government organization's (NGO), local, state and federal government, security, law enforcement, military and special operations forces within the U.S. and allied foreign nations.

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EDITOR'S NOTE: To speak with Morris Peterson get more information about ICE PACK, contact Troy Perry at (434) 244-7140.