

FOR IMMEDIATE RELEASE:

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### eGear® PICO™ Lite – Littlest Big Light You Ever Saw™

Greenfield, MA, January 8, 2009 — The eGear® PICO™ Lite projects a powerful 10 lumen beam up to 30 feet from an ultra-compact and tough cylindrical aluminum body weighing just two-tenths of an ounce. The PICO™ Lite is the ultimate reliable personal flashlight that's so small you can always have a light with you.

Designed in collaboration with survival equipment authority Doug Ritter, the PICO™ Lite is constructed of rugged 6061 aluminum, anodized for added protection. It's water resistant to IPX 4 international standard and has an unbreakable LED light source. The rotary bezel switch ensures it is all but impossible to turn on inadvertently, which means the batteries will still have juice when you need light.

Just twist the bezel end to turn on/off. Aggressive knurling provides a good grip in the wet or cold. The bezel end is anodized in a contrast color to indicate the switch location.

PICO™ Lite comes with a miniature carabineer clip and split ring, making it a snap to attach just about anywhere you need extra light. Clip it onto your key ring, zipper or pack pocket for instant light. There's no need to search through your pack, purse or vehicle glove compartment to find a light.

PICO™ Lite's solid-state LED is powered by four replaceable button cell LR 41 batteries that provide 15 hours of light. PICO™ Lite measures 1.47 x 0.5 (diameter) inches (37.3 x 12.7 mm). MSRP is \$12.95 in retail clamshell packaging.

A portion of the proceeds from the sale of the PICO™ Lite supports the non-profit Equipped To Survive Foundation.

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For images of the PICO™ Lite: contact [info@essentialgear.com](mailto:info@essentialgear.com) or 800-582-3861

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About Essential Gear:

Essential Gear is a leading provider of LED illumination products under the eGear® brand. Essential Gear, Inc, headquartered in Greenfield, MA, was founded in 1995 with the mission to create state-of-the-art personal accessory lighting and high tech tools with premium quality standards and affordable pricing. The company is committed to constant improvement and re-engineering to continually improve the quality and function of their products

About Doug Ritter:

Doug Ritter is an internationally acknowledged authority on survival equipment and practical survival techniques. Doug is the founder, Publisher and Editor of Equipped To Survive™, the most comprehensive independent source of information on survival equipment: **www.equipped.org**. Doug Ritter Gear is survival equipment you can bet your life on™.

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