

For Immediate Release

Kim Komando Teams up with Emergency Essentials to Create First QSS-Certified Survival Kit

Phoenix Arizona -- Kim Komando, creator and host of The Kim Komando Show, a nationally syndicated TV and radio show on consumer technology, has announced that she is endorsing an innovative and specially designed emergency food, water and gear kit by BePrepared.com.

According to Komando, “As a cyber security expert I have always believed in being prepared and cautious, but I became very interested in the emergency preparedness food category when I was in Hawaii and witnessed the panic and short supply of food and resources following a disaster. And I never wanted to be that exposed and volatile again.”

This unique and first-of-its-kind five-day survival kit will be certified to the Quality Survival Standards (QSS) that ensure it contains the calories and protein needed to remain energized and sharp in a survival situation. The Komando Kit contains 2,128 calories and 95 grams of protein per day—more than any five-day kit available.

Because of the kit’s QSS certification, the high quality of the food, the nutritional value, the overall utility, the comprehensive set of tools, and its light, power, food and water selection, Kim Komando created a special “Label of Trust” endorsement for the kit that she has reviewed and approved.

In addition to being QSS certified, the 5-Day Komando Kit with food, water and gear includes a first-of-its-kind survival-engineered food item which comes with high-calorie, high-protein, complete meal replacement shakes. Shakes are individually packaged in resealable just-add-water “shaker pouches” for super easy, fast and convenient meals on the go.

Three cans of pre-measured, ultra-purified 50-year shelf life water to prepare three shakes (one day’s worth) are also included. “This is a very important product benefit, because it means that in a true emergency you have a fast and easy way to consume food, a day of water, a water filter and the gear you need to survive without having to rely on heating, cookware or even utensils” said Komando.

About Kim Komando

Kim Komando – is one of America's most successful radio hosts guiding millions through the digital lifestyle since 1992. "[The Kim Komando Show](#)" is a call-in weekly radio show on technology, carried by over 450 radio stations across the country with a reach of about 6.5

million listeners. Her website, daily newsletters, podcasts, numerous books, weekly USA Today column and new TV program reach millions of others.

About BePrepared.com

BePrepared.com (a property of Emergency Essentials) is the largest retail site dedicated to emergency supplies on the web, including food, water, gear and information. Founded in 1985, Emergency Essentials is one of the most well-known, innovative companies in the emergency supply industry. They're a major innovator and manufacturer of emergency and long-term food storage. The company has pioneered a string of firsts, many of which have gone on to become industry standards. They changed the way consumers shop for emergency goods by opening the very first chain of retail stores dedicated to emergency food, water, and gear. They launched the first online marketplace dedicated to emergency supplies, where the biggest brands are available side by side to consumers. Recently, they've taken monumental steps toward increasing product quality and transparency in their largely unregulated industry by developing the first standards for emergency food, known as the Quality Survival Standards (QSS). Emergency kits designated with the QSS seal contain the calories and protein needed to remain energized and sharp during an emergency.