

NEWS RELEASE

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World's Most Versatile Inflatable Shelter Debuts 'Life Cube Overwater' Floating Platform for Open Water Camping and Disaster Relief

SANTA BARBARA, CALIF. – February 7, 2018 – [Life Cube Inc.](http://www.LifeCubeInc.com), a developer and manufacturer of inflatable and instantly deployable survival shelters today announced the release of Life Cube Overwater, a water-capable edition equipped with a floating platform. Designed to meet all applicable U.S. federal hull buoyancy guidelines, the floor of the LC Overwater is constructed of heavy duty, high density Acrylonitrile Butadiene Styrene (ABS), and filled with expandable foam to provide a water-tight and virtually indestructible open water platform.

Engineered to support up to 1,000 pounds, the unit provides solar generated battery storage, water purification, heating systems, and can be outfitted with marine-grade GPS and radar and cooking and refrigeration amenities. Other standard features of traditional Life Cube models are communications, a propane or infrared cook top, first aid kits, ready-to-eat meals (MREs) and a wide variety of essential survival supplies.

Inventor Michael Conner says the primary markets for the LC Overwater are recreational and disaster response. Although the original impetus for a water-borne shelter sprang from a global upswing in “over water” resorts and camping, recent extreme weather-caused hurricanes and torrential rainstorms showed a need for a multi-purpose shelter able to withstand the high winds, storm surges and flooding increasingly seen here in the U.S. and overseas.

“This new buoyancy capability was a priority for us to develop after the recent hurricanes caused so much flooding in Texas, Florida, and Puerto Rico, and now the deadly debris flow here in Montecito,” states Mr. Conner. “We originally developed Life Cube to minimize the impact of human tragedies wherever they occur and it’s heart-breaking to see such an event in our own backyard.”

Developed by Mr. Conner in his Santa Barbara, California facility, the Life Cube is the only shelter system available today featuring a cube-shaped shipping container which converts into a rigid surface floor. Using a

portable, battery-operated blower, the Life Cube inflates in five minutes, making it ideal for rapid deployment in remote locations and rugged terrain.

Previous disaster relief deployments of earlier generations of Life Cube include Joplin, Missouri following a EF5-rated multiple-vortex tornado on May 22, 2011. That storm, the costliest such disaster to date, killed 158 and resulted in \$2.8 billion in damages. Just weeks earlier the Life Cube had been reviewed by a committee of officials from over a dozen nations at the United Nations Global Platform for Disaster Risk Reduction forum in Geneva, Switzerland as a premier shelter system for disaster recovery use.

Since its introduction as an easily customizable shelter platform for a variety of uses, Mr. Conner has modified the Life Cube to accommodate customer requirements ranging from military communications outpost, field medical unit, hazmat decontamination station, and remote operations and command station.

“Because it’s completely self-contained with its own power and battery back-up, heat, cooling and satellite uplink, Life Cube can provide a secure and off-grid working environment for weeks at a time, a factor which has strong appeal to officials during restoration of basic services,” Mr. Conner adds.

With the LC Overwater squarely positioned for campers, outdoor recreational enthusiasts, Mr. Conner is currently in discussions with several overwater resorts and traditional campgrounds with lake and ocean frontage.

“Operators of aqua-resorts, hunting lodges, and tent and RV facilities view the Life Cube as an opportunity to significantly grow their occupancy capacities and drive new revenues with the addition of floating accommodations,” Mr. Conner comments. “The tremendous popularity of overwater resorts and water-borne living opens up exciting possibilities throughout the hospitality and recreation industry.”

Life Cube Overwater: Multipurpose Shelter and Recreational Platform

- Live-aboard camping
- Permanent water-capable tiny-home residences
- Cruise ship and hotel overwater cabanas
- Campground and summer camp recreation
- Ice fishing
- Water laboratory testing site
- Shelter for marine construction and repair workers
- Swim and diving platform
- Surf camp shelter/classroom
- Stand-up paddle boarding
- Overwater picnicking
- Fishing platform

“It can be for camping on the lake, not just at the lake,” Mr. Conner states during a test ocean deployment at the Santa Barbara Marina. “The launch of this new form factor of Life Cube underscores the philosophy behind our mission of providing a fun experience when you want it, and a lifesaving resource when you need it. We encourage all those concerned with disaster preparedness to consider how these units can serve both recreational and emergency needs, for example a campground or race-track infield can rent them out during good weather, and have them on-hand, particularly in high-risk areas, to support any emergency situations.”

The Life Cube can be ordered for the 2018 Summer season, with prices ranging of \$10,000 to \$17,000 depending on optional accessories. The LC Overwater retails for \$2,500. Discounts are available for non-profit organizations, and boat or lake-side rental companies. Use the contact us form on the Life Cube Inc. website to obtain further information.

See how it works: <http://www.lifecubeinc.com/how-it-works.html>

Video clip demo: <http://www.lifecubeinc.com/>

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About Life Cube Inc. Founded in 2009 and based in Santa Barbara, Calif., Life Cube, Inc. is a specialist in rapid deployment shelter technologies. The genesis of the Life Cube system began when entrepreneur Michael Conner witnessed the devastation in 2005 wrought by Hurricane Katrina and a massive earthquake in Pakistan. Watching humanitarian efforts, it became clear to him that an air-droppable, quickly deployable, portable shelter could be enormously helpful in providing life-saving shelter and supporting on-the-ground operations by aid workers. Mr. Conner immediately committed himself to invent an entirely new class of transportable shelter – one that would combine the advantages of a canvas tent, the ruggedness and utility of a trailer, with the speed and expandability of breakthrough inflatable technology. The result is the Life Cube. Today, Life Cube, Inc. is a leading designer, manufacturer and distributor of innovative air-beam shelters for a variety of markets and uses.

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