



Built for Disasters but Ready for Fun

FOR IMMEDIATE RELEASE

Contact: Michael Conner, CEO
Life Cube, Inc.

New In The Santa Barbara Harbor

Santa Barbara, CA – November 20, 2024 – ***The Transformer***, the first tent for over land AND truck AND water camping will be launched by Life Cube Inc, a leading innovator in shelter systems, during the **Holiday Parade of Lights on December 8th**. Imagine Santa and reindeer – traveling atop a floating tent -- arriving at your marina slip this year. Intended to be towed by SUP (paddleboarders) or small vessels, this unique tent provides a pop-up guest room for yachts, or serves as a water taxi, and a new way to picnic on Sandspit Beach. Just as unique is the parade vessel, a solar-electric inflatable boat.

Currently available at the Life Cube retail store located at 6200 Hollister Avenue, near the Santa Barbara Municipal Airport the Transformer will now appear in the marina in time for the holidays. The products arrive in duffle bags and transform into full-size Tent + Boat, all decked out.

Life Cube's flagship shelter, the LC-8, is a versatile and groundbreaking product designed for both emergency preparedness and recreational use will be prominently featured during the event. Life Cube's priority is to offer a convenient inventory of emergency shelters, for City and County-wide disaster preparation.

The LC-8 stands out as a multifunctional solution, boasting features such as a 10-minute tool-free setup, lightweight design, durability, and ample space. Notably, the LC-8 can be used on the ground, on a pickup truck, or even on water, as it is buoyant. Life Cube's dedication to innovation and functionality extends beyond emergency preparedness, making the LC-8, a versatile option for recreational enthusiasts as well.

As an exciting addition to their product portfolio, Life Cube Inc last year acquired Arrow Truck Accessories, further expanding their offerings. The retail store serves as the first local distributor of Cube products, providing customers with a diverse selection of off-grid tents. The Parade product launch will showcase the Transformer also known as BestTruckTent,

an 8' x 8' unit that aligns with the company's commitment to quality and adaptability.

Life Cube Inc has garnered recognition for its groundbreaking products, including collaborations with the U.S. Army Research Lab when the company introduced a portable walk-in refrigerator, but the LC-8 emerged as the crowd favorite among the five models on display. Building on this success, Life Cube Inc is pleased to announce volume production agreements for the LC-8, with discussions underway for global distribution.

Members of the public are encouraged to attend the parade on December 8th and learn more about Life Cube's innovative products that blend emergency preparedness with recreational functionality. Question can be sent to info@lifecubeinc.com

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 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 and distributor of innovative air-beam shelters for a variety of markets and uses.

Information about Life Cube, Inc. and a demonstration of the rapid deployment capability of the Life Cube is available at www.LifeCubeInc.com or by contacting Life Cube, Inc. at +1 805-288-2823 or e-mailing info@lifecubeinc.com.

PHOTOS from the harbor available: <https://www.lifecubeinc.com/news/new-in-the-harbor>

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Serving a dual purpose as an emergency shelter is always the mission of Life Cube Inc.

A portion of each recreational tent purchase goes to shelters for those in need.

