



Vicki Sanfelipo & Rebecca Hunter
CONSPICUITY® INC.

PRESS RELEASE

Conspicuity Incorporated, the popular motorcycle vest company that has been serving motorcyclists for 28 years is on the move! The company was purchased on November 1, 2006 by Safety Or Survival, LLC - an affiliate of Accident Scene Management, Inc.

The move is occasioned by the retirement of President Rebecca Hunter, who has been with the company since 1991. The new CEO, Vicki Sanfelipo, has been active in motorcycle safety training since 1996, and has been using and selling Conspicuity® products since 1999. Since 1978, CONSPICUITY® has been manufacturing reflective vests and stick-on products designed especially for motorcyclists. The company's founder, Marjie Jennings, a regional coordinator of the Illinois Motorcycle Safety Program, realized that to survive traveling by motorcycle on Chicago area freeways from one training site to another, both she and her bike needed to be more visible to motorists. A vest, she thought, would be perfect, since she could wear it over summer gear, winter gear, or rain gear. Therefore, she obtained one of the standard issue orange and yellow vests worn by highway workers. The vest provided enhanced visibility but was ill fitting, poorly constructed, and did not withstand high-speed travel. Out of her need, the first Conspicuity® vest was born. She designed it with tailor fitted shoulders, a heavy-duty zipper, sturdy nylon adjusting straps, and made it of the most durable materials available.

Because she had a deep desire to see motorcyclists, pedestrians, joggers, bicyclists, snowmobilers and skaters everywhere protecting themselves by increased visibility, Jennings founded a company, Conspicuity®, to produce these vests. The word "conspicuity" means "the state of being highly visible". Feedback from other riders indicated that people wanted vests to match their bikes or riding gear. Therefore, Conspicuity® began making vests in a rainbow of reflective and fluorescent colors. Soon afterwards, bright stick-on products focused on helmets, vehicles and luggage were added to the product line.

Hunter and Sanfelipo are both delighted at the upcoming changes. Sanfelipo believes the vests to be the best on the market and plans to offer an expanded product line, including custom created vests, strobe flashers, batteryless flashlights, roadside vests and other visibility supplies. Now, it will be possible to order Conspicuity® products online through a secure server. Vicki says: "You *can* by a cheaper vest but WHY WOULD YOU?" Hunter plans to use her additional free time to pursue her interest in architectural history, and has plans for publishing three additional books. She will continue to be associated with the Conspicuity® as a traveling sales rep and consultant.

For further information call 877 411-8551 or write to info@conspicuity.com or CONSPICUITY Inc, 400 Travis Lane Suite 30, Waukesha WI 53189.