

3M Becomes Exclusive Distribution Partner For DEUS Rescue Safety Markets

(BOULDER, Colo.) Sept 30, 2013 – DEUS Rescue today announced a distribution agreement with 3M Company that will give the 3M Personal Safety Division exclusive distribution rights to DEUS Rescue products in fall protection-related industries. Under the agreement, 3M will sell DEUS® controlled descent devices, kits, and related accessories through its broad network of distributors and dealers starting in late 2013.

The 3M™ Fall Protection catalog will include DEUS kits and equipment for personal self-rescue, assisted rescue, escape and evacuation, for professionals who work at height. This includes workers on electrical, telecommunications and wind towers, oil and gas rigs, as well as on scaffolding, platforms and other elevated environments. The addition of DEUS products extends the 3M portfolio of fall-arrest equipment, including harnesses, connecting and anchorage devices and horizontal and vertical lifelines and confined space equipment.

“3M is excited to partner with DEUS because of its innovation, strong reputation and quality products,” said Stephanie Mathers, 3M Global Fall Protection Business Leader. “We believe this is a natural partnership because both DEUS and 3M hold themselves to the highest standards in addressing customer needs with integrity and innovation. Adding DEUS products to the 3M™ Fall Protection portfolio further strengthens our rescue product offerings for customers.”

The foundation of the DEUS offering is its core controlled descent technology which enables workers facing emergency situations at height to descend to safety, or to help others to descend. This technology helps ensure the products are safe, reliable, and extremely easy to use. DEUS kits combine the company’s highly engineered controlled descent devices with its technical ropes and proprietary equipment and accessories for rescue rigging. This ensures complete solutions for a variety of escape and rescue applications.

“We anticipate a long and mutually beneficial relationship with the 3M team,” said Shain Rae, President of DEUS Rescue. “3M brings a lot to the table – a strong focus on product innovation, premium quality, a solid brand reputation, and a strong position in the Fall Protection space. This all matches well with our own reputation in the rescue category. Now 3M can offer innovative solutions for rescue, in conjunction with its fall protection offering, while maintaining its high standards for quality, reliability and performance. It’s a true win-win for the customer.”

DEUS products meet various industry safety standards, including ANSI (American National Standards Institute), EN (European Norms) and CSA (Canadian Standards Association). This ensures that 3M can sell these products into a variety of markets

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including oil and gas, electrical distribution, utilities, mining, and general industry and manufacturing, among others.

For more information about DEUS products offered through 3M, visit 3M.com/FallProtection.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs 88,000 people worldwide and has operations in more than 70 countries. For more information, visit www.3M.com [1] or follow [@3MNews](https://twitter.com/3MNews) [2] on Twitter.

About 3M Personal Safety Division

3M offers a comprehensive, diverse portfolio of Personal Protective Equipment (PPE) solutions providing respiratory protection, hearing protection, fall protection, reflective materials for high visibility apparel, protective clothing, protective eyewear, head and face protection, welding helmets, and other adjacent products and solutions such as tactical safety equipment, detection, monitoring equipment, active communications equipment and compliance management. In 2012, 3M celebrated 40 years of occupational health & safety leadership - recognizing the company's respiratory and hearing protection solutions introduced in 1972. Visit www.3M.com/PPESafety [3] or <http://m.3m.com/PPESafety> [4].

About DEUS Rescue

DEUS Rescue was formed in 2004 and is a closely-held Colorado company based in Boulder. DEUS Rescue manufactures and sells controlled descent devices worldwide. DEUS Rescue's innovative design technologies provide the foundation for descent and rescue systems, accessories and kits for people who work and play in elevated environments. This includes firefighters, individuals who work at height in various industrial markets such as wind energy, telecommunications and electric power distribution as well as the military and law enforcement. DEUS Rescue products are also used by participants in challenge courses and zip-line tours. For more information, visit www.DEUSrescue.com [5] or call 866.405.3461.

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DEUS is a registered trademark of DEUS Rescue.

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[2] <http://www.twitter.com/3mnews>

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[5] <http://www.DEUSrescue.com>