



## Best Fire Defense Media Kit

October 29, 2008

# Best Fire Defense: Innovator in Fire Prevention Pumps

## *Backgrounder*

Best Fire Defense LLC designs, manufactures and markets the world's leading portable fire prevention pumps. These pumps and related equipment from Best Fire Defense provide enhanced firefighting capabilities to protect life and property against wildfires. Best Fire Defense pumps are powerful yet easy to use and highly reliable.

Based in San Diego, the privately-held company recently launched a new generation of pumps that can turn any body of water – from hot tubs and swimming pools to storage tanks, lakes and ponds – into a vital source of water for fighting wildfires, quickly refilling fire trucks and even supplying homes with water during emergencies or natural disasters when water pressure is low or lost.

The pump originated in 1985 when David Shields, a retired firefighter, saw the need for a portable pump after wildfires caused extreme damage in Southern California. Called the Proline Prevention Pump, it evolved over the years with improved technology and materials and has been used by individuals and firefighters throughout the United States. The impetus for the new company, Best Fire Defense, started in 2007 when Kian Saneii, a local software executive and entrepreneur, was forced to evacuate from his home in Rancho Santa Fe because of an approaching wildfire. He started searching for a water pump he could use in emergencies to pump water out of his pool to wet down his property during a wildfire emergency.

After a thorough search of the US and indeed the world, Saneii came to realize that the absolute best fire prevention pump was being manufactured right here in San Diego! Saneii found a company headed by Jerry Tucker, who had been exclusively manufacturing and selling the Proline Pump for 3 years. After thoroughly evaluating the product, Saneii was greatly impressed by the powerful, portable water pump and envisioned a growing need for pumps throughout the United States and abroad because of continuing drought conditions and threats of wildfires year-round. After further research,

Saneii invested in the company, renaming it Best Fire Defense LLC. Saneii and Tucker are now partners as they create the next generation of fire prevention pumps using the latest in materials and mechanical technology.

Its portability, reliability, effectiveness and ease of use makes the Best Fire Defense pumps appealing to individuals, fire safe councils, homeowner associations, boat owners, business owners as well as firefighting professionals looking to cost-effectively enhance their reach and responsiveness. Homeowners and business owners can wet down areas before a wildfire arrives, while firefighting professionals will have much needed equipment and access to additional sources of water.

Best Fire Defense pumps are designed to allow users to generate highly pressurized water in under five minutes at a rate of 100 gallons per minute, 20 times that of a garden hose and sprays concentrated streams of water more than 70 feet. The pump turns often untapped water sources into virtual fire hydrants for refilling fire engines in as little as five minutes and defending any property with access to a water source.

The average fire engine holds 500 gallons of water, about the same as the average hot tub. An average swimming pool holds 25,000 gallons, or about 50 engine loads. Best Fire Defense fire prevention pumps give firefighters quick and vital access to water during emergencies, when fire hydrants may be too distant or simply not pressurized for effective firefighting, as is often the case during wildfires.

Taking their commitment to caring one step further, Best Fire Defense donates a percentage of the proceeds from local product sales to the San Diego Fire Rescue Foundation and a percentage of national sales to the Fireman's Fund Heritage Program.

Where the predecessor company had grown largely by word of mouth, Best Fire Defense has launched an e-commerce and informational Web site. The site facilitates purchasing pumps and other fire safety products, as well as acts as a source of information on fire safety. The company is dedicated to helping residents protect their lives and property through preparedness, advocating the importance of creating defensible space around property, keeping the pump accessible to fire personnel and heeding evacuation orders when given.

To purchase a pump, for additional information or to see a video of the pump in action, please visit [www.bestfiredefense.com](http://www.bestfiredefense.com).

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## **Best Fire Defense Fire Prevention Pump; Personal, Portable Device a Savior in Wildfires**

### *Backgrounder*

The Best Fire Defense Fire Prevention Pump is a powerful portable device that can turn any body of water – from hot tubs and swimming pools to storage tanks, lakes and ponds – into a vital source of water for fighting wildfires, refilling fire engines and even supplying homes with water during emergencies or natural disasters when water pressure is low or lost.

The pump, about the size of the R2D2 robot in the Star Wars® series, can be moved from storage and into action in less than five minutes by one person. Its powerful engine and ingenious design enables it to pump up to 100 gallons of water per minute – 20 times that of a garden hose. The pump turns often untapped water sources into virtual fire hydrants for refilling fire engines in as little as five minutes and defending any property with access to a water source. The average fire engine holds 500 gallons of water, about the same as the average hot tub. An average swimming pool holds 25,000 gallons, enough to fill about 50 fire engines. Homeowners can wet down areas before a wildfire arrives and firefighting professionals will have additional sources of water to battle flames.

Manufactured by Best Fire Defense LLC, the Fire Prevention Pump has a 1-year warranty on parts and labor. It has a built-in primer pump for rapid deployment and offers unmatched durability and dependability. Each component of the Fire Prevention Pump is finely machined to the highest quality specifications. Its all-aluminum pump housing won't crack or rust, unlike typical plastic housing or cast iron pumps. You can be assured that this reliable product, with minimum maintenance, can be stored for years and yet pump water in minutes.

For additional information, specifications and a video on how it works, please visit [www.bestfiredefense.com](http://www.bestfiredefense.com).

### ***Why It's Needed – The 365-Day Fire Season***

The Western portion of the United States has become more susceptible to catastrophic wildfires because of continuing drought in many regions, creating millions of acres of fuel for wildfires that can be triggered by human recklessness, accident or by lightning.

A “fire season” is a thing of the past; we now face the threat of firestorms year-round says California Governor Arnold Schwarzenegger, who has urged preparedness throughout the state and has worked with other agencies to seek additional funding for firefighting resources.

Firefighters were stretched to the limits in San Diego County during the wildfires of 2003 and 2007, when more than one-fourth of the county was engulfed in flames. The spread was accelerated by fierce Santa Ana winds that not only drove a rapidly-moving wall of fire but catapulted burning embers two to three miles ahead, igniting fires and threatening homes on other fronts. The fires consumed 2,232 homes and 2,820 buildings and structures in 2003 and 1,696 homes in 2007.

In many cases, residents could have better prepared their properties to withstand the flames by using readily available sources of water in spas, pools, storage tanks, lakes and ponds. Following fire department guidelines to remove brush around homes and other structures is a major step in preventing loss of property. Wetting down the property before evacuation adds further protection. Having a pump on site also provides another powerful resource for firefighters to use whenever more equipment or simply more water is needed to fight wildfires.

Because of a lack of water and great distances between fire hydrants in rural areas, the County of San Diego has mandated that new or reconstructed properties in rural areas have 10,000-gallon water tanks – enough to fill 20 fire engines. These water sources can and should be used to prevent damage from an approaching wildfire.

### ***The BFD Difference***

The Best Fire Defense Fire Prevention Pump is designed to be effective, reliable and easy to use. Unlike other pumps, the Fire Prevention Pump is made using aluminum parts rather than iron or plastic, practically eliminating the risk of breakage under pressure or corrosion over time to ensure it works when you need it. The cart has been engineered to eliminate vibration so the pump will not fall into the pool or water source when it's being used. The hose is designed to mitigate shredding or puncturing if used in rough terrain. Some other pumps are made with plastic housings and require two people to operate to prevent pump breakage during usage (one person has to work the throttle.). The Fire Prevention Pump can be deployed and operated by a single individual – in less than five minutes. No other pump on the market is as easy to deploy, or as powerful and reliable.

### ***How The Elite Series Fire Pump Works***

The Best Fire Defense Fire Prevention Pump can easily be operated by a single individual and ready to deliver highly pressurized water in under five minutes. One hundred gallons of water are generated per minute, which is 20 times your average garden hose. The stream of water produced is over 70 feet off the hose. The basic unit is a two-wheel hand truck that holds an engine, a pumping head to pump, and a place to store the fire hose and the intake hose. Follow these simple steps to have pressurized water and enhanced fire protection in minutes:

1. At poolside /water source: Connect the INTAKE HOSE to the pump inlet.
2. Drop the other end of the intake hose into the pool.
3. Close Pump Drain Valve.
4. Leave the cap on the PUMP OUTLET (hand tight).
5. Open the PRIMER VALVE, operate the PRIMER LEVER until water flows from the top of the PRIMER PUMP - DO NOT pull Primer Lever too hard or too far. Close the PRIMER VALVE.
6. Connect FIRE HOSE and NOZZLE – Be sure the NOZZLE is CLOSED.
7. Turn GAS VALVE ON, CHOKE LEVER ON, IGNITION SWITCH ON.
8. Pull Starter Rope. TURN CHOKE OFF 5 seconds after engine starts.
9. Operate engine at 1/2 to full throttle to adjust water pressure.

### **After Use:**

1. Turn Ignition Switch OFF, gas OFF, choke ON after shutdown.
2. Rinse pump housing with fresh water and drain pump completely after each use.
3. Drain fire hoses for 24 hours before rolling for storage.

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## **Management Team**

### **Kian Saneii Co-Founder**

Soon after Kian Saneii moved to San Diego in October 2007 he was evacuated from his home in Rancho Santa Fe as the Witch Creek fire rapidly approached his neighborhood. Saneii and his family luckily did not lose their home, but they were immediately reminded of the hazards of living in beautiful Southern California. The events of that week led Saneii to seek further protection for his family and his property should his neighborhood be threatened by another wildfire.

Thorough research on the Internet led Saneii to discover the very best portable fire prevention pump in the world just happens to be manufactured right in San Diego. Saneii requested a meeting and demonstration to learn more about the pump, which was designed to utilize a swimming pool or other source of water such as a spa, pond or lake to help fight wildfires. Saneii was duly impressed by the pump's ability to quickly and reliably generate highly pressurized water – at a rate of nearly 100 gallons per minute. More than being sold just for his own protection and peace of mind, Saneii also became convinced others would find this pump as valuable as he did.

Saneii partnered with Tucker and together they created Best Fire Defense LLC.

As an investor in Best Fire Defense, Saneii provides capital and general strategic and marketing guidance to the company. Saneii has over 25 years in international marketing and business development. He is currently general manager Websense Wireless and vice president of Websense, Inc. (NASDAQ: WBSN) a software company based in San Diego.

### **Gerard “Jerry” Tucker Co Founder**

Tucker, co-founder of Best Fire Defense LLC, has more than 35 years of experience in the technical mechanics industry, with particular expertise in management, product design and sales. Tucker has designed the latest best-in-class fire prevention pumps for Best Fire Defense. He manages day-to-day sales, operations and leads client relations.

Best Fire Defense's heritage reaches back to 1985, with the original Proline Fire Pumps. Best Fire Defense was launched in October 2008, to create the next generation of fire prevention pumps and to launch a new best-in-class e-commerce Web site. Tucker has been in the portable fire prevention pump business for many years, having joined Proline Fire Pumps in 2004 only to assume leadership of the company in 2006. As owner and

manager, Tucker headed all aspects of day-to-day operations, improved the design and streamlined the manufacturing process of the pumps. Tucker's strong mechanical background and great industry and technology expertise have helped position Best Fire Defense as an industry leader in portable fire prevention pumps.

Tucker became interested in the personal fire defense industry when his parents lost their home to a wildfire in Normal Heights, a San Diego suburb, in 1985. He experienced first-hand the inefficiency of using hoses and buckets to fight wildfires. To advance the defense cause, Tucker envisioned an efficient and effective pump to help the average person defend his or her home. Best Fire Defense is the result of Tucker's vision to help homeowners collaborate with fire departments to save lives and property.

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