

FEATURE PITCH

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Finally, Effective Personal Protection For Use When Your Safety Is Threatened – HotShot from PepperBall

Visualize walking at night to your car after an evening dining out with co-workers. The streets are dimly lit and no one is in sight. Slowly, you put the keys in the door of your vehicle thinking nothing of the impending danger right behind you. A person forcefully grabs you, takes all your belongings and rides off in your car. A casual dinner has now turned into a nightmare. This is a very real situation that can happen to anyone but there are steps that can be taken to divert such traumas.

San Diego-based, PepperBall Technologies (PTI), has recently created a *highly effective* non-lethal pepper powder weapon for personal use called the HotShot. The HotShot is lightweight (3.4-ounce), portable, and compact and can easily be concealed in a purse, pocket or backpack providing an instant protection barrier from attackers.

The HotShot is different from other products as it instantly bursts a large, visible cloud of powder irritate (up to 12 feet) which works immediately and overwhelmingly. It is unlike other pepper-based spray products that can take several minutes to properly administer and require accurate aiming. HotShot is also hotter, therefore more effective, than pepper spray.

HotShot is ideal for college students and women, and should be a first choice when safety is threatened.

PTI has a long history of providing non-lethal weapons for military, government, corrections, private security and major agencies including the Federal Bureau of prisons, the United States Border Patrol, thousands of police and sheriff departments, private entities, security services and bail enforcement agencies around the world since 1999.

I believe highlighting *PepperBall Technologies* and their recent innovation, the *HotShot*, would make a wonderful profile piece. I would think that your readers would love to hear about a company that has become a pioneer in its field, as well as learn practical ways to protect against a personal threat.

If you would like to set up an interview or need more information for a story, I would be more than happy to help! You can also visit www.HotShotDefense.com or www.PepperBall.com for more information.

Thank you for taking the time to consider this story idea.

Sincerely,

Melissa Holden
Account Executive
SpearHall Advertising & Public Relations
858-586-1202



