

AirFlare Finishes 2021 Stronger Six Ways

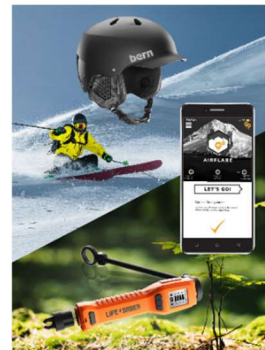
It's been a year of unprecedented challenges, but it's never a good time to lower your guard when it comes to safety. Inspired by providing confidence to guests and improving outcomes and efficiency to patrol teams, the team behind AirFlare has redoubled their efforts and is proud to share the results.

The National Ski Area Association is tasked with helping resorts be better at what they do. Their annual Safety Issue highlights their best advice for reducing risk and accidents. We were humbled to have the **article on AirFlare featured on the cover**, titled "AirFlare Tech: A Search & Rescue Efficiency Boost."



Core to AirFlare's success is working with mountain resorts to adopt the search technology and evangelize it. We're always working to make AirFlare more powerful, easier for guests and Patrol to use, easier to onboard and train, and the feedback we receive from resorts is critical. We look forward to continuing that process with our recent **new resort partners: Silver Mountain, Berkshire East, Bogus Basin, and Burke Mountain**. Eric Gehrung, Ski Patrol Director at Tamarack Resort in Idaho, said **"I would recommend incorporating this tool to any team that sees similar SAR challenges. It increases our efficiency and makes us look very professional."**

We'd also like to share exciting developments on another important type of partnership: other companies delivering outstanding safety products. Respected and innovative helmet maker **Bern Helmets will be featuring the AirFlare logo on every North American helmet** they ship this season to highlight our "helmet for your head, AirFlare for the rest of you" unique and comprehensive offer. And we're excited to announce a new partnership with the Innovation Factory, maker of many invaluable rescue tools. Their latest, **the Lifesaber, is a wilderness survival device** designed to purify water, start campfires, and support mobile phones' ability to call for help, so pairing it with AirFlare was a natural fit.



The US Patent and Trademark Office has again recognized AirFlare's utility and uniqueness, **awarding yet another patent** for both how it works as well as applications of the technology. The new patent is number 11,145,180 and can be accessed online at the USPTO website.

Finally, since growth and longevity are critical to AirFlare, we're very pleased to announce the closure of **second round of funding** from a diverse group of investors eager to see AirFlare succeed. Larger than the previous round, the team is now ideally positioned to hire for roles in sales and web development.

About AirFlare

AirFlare is a suite of technologies that help search teams locate outdoor adventurers in need of assistance via their cell phones, in or out of cellular service. The singular mission for AirFlare is to make every smart phone into the most powerful rescue device it can be. For more information, please see <https://AirFlare.com> or contact Denis Lee at denis@airflare.com.