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FOR IMMEDIATE RELEASE

LIQUID ROAD DE-ICER CAN BE A REAL LIFE SAVER

ROME, NY – Not a winter goes by where we don't read about the tragic loss of life resulting from cold weather-related traffic accidents.

Statistics compiled by the National Highway Traffic Safety Administration (NHTSA) show that between 1997 and 2006, there were a total of 564 fatal vehicle crashes in the state of New York that involved snow, sleet and ice-covered roads.

For each family touched by one of these fatalities, that is one too many. For officials of Rome, NY-based Sears Ecological Applications Corporation (SEACO), the manufacturers of a patented liquid de-icing product that dramatically improves winter roadway safety, that's 564 too many.

"With the advances in science and technology that we have available to us today, this is simply unconscionable," explained Howard P. Sears, Jr., founding principal of SEACO. "We've spent a decade refining our product and found that not only is it safe, environmentally-friendly and cost-effective, but it acts as one of the most powerful de-icing and anti-icing products available on the market. Because of its unique composition and chemistry, it actually prevents a bond from forming between the roadway surface and the snow and ice, making it far safer for motorists to travel. This is a product that can be and should be used to save lives."

New York is one of several Northeastern states that still uses untreated salts and sand, which have been proven to be much less effective, more costly in the long-term, and less environmentally friendly than treated salts.

The high performance liquid de-icer, which is a derivative of organic agricultural products like sugar cane molasses and distillers byproducts, contains low molecular weight carbohydrates (LMWCs) or, in simple terms, sugars. The sweet-smelling, highly viscous liquid is mixed and blended with conventional chloride salts or it can also be sprayed directly onto the roadway surface.

Where untreated rock salts are effective down to about 15 degrees F, salts treated with Ice B'Gone work effectively to minus 30 degrees F. Treated salts are also 60-70% less corrosive so there are substantially reduced impacts from corrosion to roadways, bridges, snow removal equipment and vehicles.

Several northeastern states such as Maine, Vermont, Connecticut, New Hampshire and Massachusetts are now using the innovative product on their roadways and are already experiencing dramatic results in safety, cost savings and overall effectiveness.

The cost savings result from the fact that far less salt is needed – up to 30% less -- because the product works down to much lower temperatures than plain, untreated salts and fewer applications are required. Additional cost savings are realized from reduced labor and overtime expenditures, as well as less residual cleanup of roadways.

According to Gerry Hollins, New Milford, Connecticut's superintendent of roads, the product is everything it was promised to be.

“After the first storm, we adjusted our timing and got the material down early and we never lost the bond,” Hollins said. “The snow never stuck. We moved our overtime from the back of the storm to the front and it eliminated our traditional callbacks. Through the remainder of the winter, we found the product worked better and better and we were able to reduce our applications significantly.”

The product is not yet widely available to consumers for home or business use, but generally only to rock salt distributors, highway and public works departments, and state procurement agencies that buy rock salt in huge quantities.

For additional information, please call 888-847-3226 or visit online at www.icebgone.com.

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Sears Ecological Applications Company (SEACO), located in Rome, NY, manufactures, processes and refines an organic, environmentally friendly, agriculture-based product designed for use as a liquid road de-icer. For additional information, please call 888-847-3226 or visit www.icebgone.com.