



May 9, 2011

For Immediate Release

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LION Enters Protective Firefighting Glove Market with Safeguard America Acquisition

DAYTON, OHIO — [LION](#), the world's largest supplier of structural firefighter protective clothing, today announces that it has acquired Berlin, Wisconsin-based Safeguard America LLC – a privately held manufacturer of the FireGuard® brand of protective structural firefighting gloves and apparel. Safeguard America LLC operated as part of Chicago Protective Apparel and now operates as part of Lion Apparel Inc.

LION Protective Gloves® joins LION's existing product offerings of personal protective equipment (PPE), clothing and gear for the fire service, which include the LION Janesville® turnout gear, LION Paul Conway Helmets®, LION Technical Footwear®, LION CBRN® and LION StationWear® brands.

Through its LION Protective Gloves® line, LION will offer several models of NFPA 1971-certified structural firefighting gloves, as well as extrication and wildlands glove offerings.

“LION Protective Gloves® will become a key product addition to LION's head-to-toe PPE product offering,” said Steve Allison, senior vice president of LION. “We are now able to offer our distribution partners a complete solution to meet their customers’ needs and further demonstrate to the fire service LION's ongoing legacy and commitment to developing and manufacturing the most innovative, comfortable and protective products for the line of duty.”

LION supplies seven of the 10 largest fire departments in North America with their structural firefighting PPE needs, as well as many other major metropolitan cities, including Chicago, Toronto, Houston, Philadelphia, Dallas, Phoenix, San Diego, San Francisco, Baltimore, Detroit, New Orleans and Seattle, among others.

For more information on LION products and services, visit www.lionprotects.com. Interact with us at www.lionconnects.com.

LION Inc. is a 113-year-old, family owned company based in Dayton, Ohio, USA that has a legacy and ongoing vision of introducing new products and services that are designed to ensure the health, safety and performance of the first responders who serve our communities and our country. LION continually delivers game-changing innovations in PPE designed to best prepare firefighters, EMS teams and law enforcement officers for the new dangers and hazards they face each day. LION also designs paradigm-shifting supply chain and logistics programs that best equip our warfighters for the rigors of training and the challenges of battle. LION makes sure the people who protect us are ready for action.

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