

NEW PRODUCT RELEASE

CHAMPIONS CHOICE, INC.

1910 E. Via Burton Street

Anaheim, CA 92806

Telephone (714) 635-4491, Telefax (714) 635-9716

FOR IMMEDIATE RELEASE

Press contact: Candace Baudoin
(800) 322-4491

NOW — A QUICK AND EASY WAY TO LUBRICATE YOUR CABLES!

Every thing you need in ONE package!

The **Cable Care Kit** includes a 6.25 oz. aerosol can of **Cable Life**, a **Cable Luber** and an aerosol snorkel. It is a quick and easy way to lubricate motorcycle, snowmobile and bicycle cables. The uniqueness of the application is how the **Cable Luber** makes lubricating cables a simple, effective procedure. In less than five seconds, the **Cable Luber** flows the lubricant directly into the cable housing where it belongs.

Simply attach the **Cable Luber** to either end of the cable, insert the snorkel and press the button. This **power injection** of **Cable Life** into the cable **cleans, purges, and charges it with a fresh lubricant**. Cables need not be removed from the vehicle. On motorized conveyances, **Cable Life** also aids in preventing cables from freezing in the open.

Cable Life works at a high humid temperature, displacing moisture, penetrating, lubricating and stays fluid to temperatures below 0° Fahrenheit.

Cable Life is also available for purchase in 11.75 oz. aerosol cans. For additional product information or to order these products, please contact CHAMPIONS CHOICE, INC., 1910 East Via Burton Street, Anaheim, CA 92806, (800) 322-4491 or (714) 635-4491. Our website address is **www.protectall.com**.

###