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## **CES 2015: Etón Corporation Announces the American Red Cross FR1 Weather and Preparedness Radio**

*Multi-Powered, Smartphone Charging, Weather Alert Radio and Flashlight in One – Great for Every Day Use or During Emergencies*

**(LAS VEGAS, NV – Booth #31243, South Hall 3 – January 6, 2015) – [Etón Corporation](http://www.etoncorp.com)** ([www.etoncorp.com](http://www.etoncorp.com)), a leading creator of high-performance, eco-minded consumer products, announces the latest addition to its American Red Cross branded FR series preparedness radios. Etón is introducing a new addition to its FR line, the FR1. Featuring the latest in preparedness technology and connectivity, it features two distinct sources of power – hand crank and rechargeable lithium battery – enabling you to charge your smartphone, even when the power is out. The FR1 will be unveiled at Etón’s booth, #31242, in South Hall 3.

The FR1 is an all-purpose preparedness radio that enables you to stay informed, entertained and powered up, even during an emergency. Featuring a large lithium battery that can be charged via the included USB cable or built-in hand-crank that can quickly provide critical talk time or radio time for essential news and weather. Packing a lot of power in a compact form, the FR1, when at 100 percent charge, can fully charge most smartphones, helping ensure that you can keep the fun going as well as stay connect with loved ones, even when you are away from an outlet. Other features include:

- AM/FM/Weather Band Radio
- NOAA Weather Alerts
- LED Flashlight

“We are excited about the new American Red Cross FR1 preparedness radio that is being announced at CES 2015. The American Red Cross encourages everyone to be prepared for emergencies and disasters. Since these events can strike suddenly, individuals and families can make a difference by gathering important emergency supplies, making a plan and being informed, before they happen. The FR1 is a great way to start,” said Steve Glockenmeier,

American Red Cross Vice President Consumer Channels Preparedness and Health and Safety Services.

"Our core mission for the past 30 years has been to prepare people for life's unexpected situations; either at home or on-the-go, and to help people stay connected and informed when these events do occur," said Esmail Hozour of Etón Corporation. "The FR1 is an easy way for people to stay connected anytime and in the event of unexpected events. We urge everyone to take the proper steps to prepare their loved ones for emergencies."

The FR1 will be available in Q2 of 2015 for \$39.99. To learn more about Etón Corporation and its products, please visit [www.etoncorp.com](http://www.etoncorp.com). To learn more about the American Red Cross, please visit [www.redcross.org](http://www.redcross.org).

#### **About Etón Corporation**

For more than 29 years, Etón's vision has been to create consumer products that keep people prepared, informed, entertained, and on-the-go. **Our commitment to high design, efficient energy sources and innovative technologies enables us to create award-winning products that empower you, in your world.**

For more information on Etón Corporation, please visit [www.etoncorp.com](http://www.etoncorp.com).

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