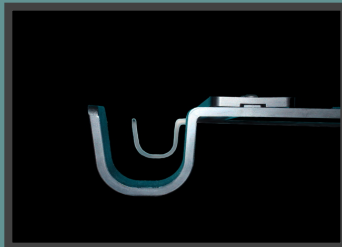


The Back-Up Newsletter

HOME BACK-UP PROTECTION L.L.C./1-888-780-0188/ www.the-BackUp.com



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The Back-Up Shotgun Racking System Delivers Protection Within Reach

Newark, Delaware – Home Back-Up Protection, LLC has issued its premier polymer shotgun racking system for easy access to shotguns used for residential protection. The Back-Up is a racking system for any legal size shotgun. This keeps the firearm fixed securely to the side of the owner's bed facilitating easy access for protection against home invasion.



According to the U.S. Department of Justice and the Federal Bureau of Investigation almost 1.5 million reported burglaries were against private residences in 2005. It is no wonder then that 100 million U.S. households have shotguns for the sole purpose of home protection. Unfortunately most people have limited access to their shotguns in an emergency. Most people using a shotgun for home protection keep the gun in the corner of the bedroom or beneath the bed. Both locations require excessive response time, deny visibility and limit range of motion. Therefore, in

an emergency, using these places sacrifices time and accuracy that could ultimately cost lives. The truth is no homeowners without The Back-Up device have good access to their firearms.

With The Back-Up shotgun racking system, homeowners are able to access their firearms in just a few seconds even while in bed. Fitting easily between the mattress and box springs, The Back-Up cannot be felt while sleeping and can remain concealed by bedding day and night. Made with a special polymer The Back-Up resists corrosion and is both more durable and 86 percent lighter than steel. In fact, Home Back-Up Protection, LLC has a U.S. Utility Patent on The Back-Up shotgun racking system and is therefore the only source for this unique home protection device. The Back-Up retail price is \$39.95 plus shipping and handling which the company considers a small price to pay for "Protection Within Reach." The Back-

Up can be purchased in over 250 countries via **1-888-780-0188** or online <http://www.the-BackUp.com>.

PROTECTION WITHIN REACH

- **The first bedside shotgun racking system**
- **Provides timely access to your home protection firearm**
- **Slides easily between your mattress and box springs**
- **Remains hidden by coverlet both day and night**
- **Only \$39.95 + shipping and handling**
- **Ships to over 250 countries**
- **<http://www.the-BackUp.com>**

Easy to Install



The Back-Up is easy to Install and fits snugly next to your bed. The Back-Up rests so closely to your mattress that it goes virtually undetected to the owner when getting in and out of bed. Made of Lightweight, strong polymer, The Back-Up holds any legal shotgun.



Customer Reviews

"I was in a frightening situation once where a few lost seconds nearly cost me my life. For the first time in years, I can sleep peacefully again with The BackUp at my side because my shotgun's at my fingertips. And lost seconds will no longer haunt me."

–Lynn Matthews

"This is the best \$40 bucks I've ever spent. I've been waiting for something like this since I purchased my first shotgun. I'll never go to the bed without The BackUp by my side."

–Bill Steven

"Three years ago my home was broken into at night while I was asleep. I didn't sleep well for a while afterwards. I chose a shotgun as my form of home protection, but it never felt close enough or secure enough under the bed. Now I sleep soundly with my shotgun within reach, ALWAYS Backing me Up."

–Nate Everette

Fox News Anchor E.D. Hill Reviews The Back-Up

On Friday, November 16th, A. John Peters, President of The-BackUp.com, discussed the origins, merits and rationale of the Back-Up. E. D. Hill of the Fox News program *America's Pulse*, was very enthusiastic about this new innovative product. She praised it's ingenuity and utility in home invasion prevention.

"My mother is a pistol packing mama, and I may be able to get her to give up her Glock and get a shotgun since there is such a spiffy new invention on the market. My mom likes to be secure. She has a holster in her purse and now she can sleep with gun by her side. It is called The Back-Up; a forty dollar rack that holds your shotgun and can be mounted to your bedside just so you've got it within close reach if an intruder enters your home."

"The other good thing about having a shotgun by your side is the likelihood that your going to scare an intruder off before they're going try anything."

–E.D. Hill of the Fox News program *America's Pulse*

Get Some Tips from the Pros on Home Safety

• <http://www.crimedoctor.com/homeinvasion.htm>

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Study Establishes the Presence of Residential Armed Defense in the U.S.

“Armed Resistance to Crime: The Prevalence and Nature of Self-Defense with a Gun.” By Gary Kleck and Marc Gertz. Journal of Criminal Law and Criminology (Northwestern University School of Law), 1995. Accessed at <http://www.saf.org/LawReviews/KleckAndGertz1.htm>.

a) The study states: “There are probably over 220 million guns in private hands in the U.S., implying that only about 1% of them are used for defensive purposes in any one year--not an impossibly high fraction. In a December 1993 Gallup survey, 49% of U.S. households reported owning a gun, and 31% of adults reported personally owning one. [58] These figures indicate that there are about 47.6 million households with a gun, with perhaps 93 million, or 49% of the adult U.S. population living in households with guns, and about 59.1 million adults personally owning a gun.”

b) The study states: “Eleven of the surveys permitted the computation of a reasonable adjusted estimate of [Defensive Gun Use] frequency. Two surveys for which estimates could not be produced were the Cambridge Reports and the Time/ CNN. Neither asked the [Defensive Gun Use] question of all [respondents]; thus, it would be sheer speculation what the responses would have been among those [respondents] not asked the [Defensive Gun Use] question. All of the eleven surveys yielded results that implied over 700,000 uses per year.” [Table 1 lists these studies and various facts about their methodologies. Eight of the 11 studies mentioned above were nationwide surveys. Among these, the range of defensive gun uses per year is 764,000 - 3,609,000. The 9th nationwide survey is the one this study is based upon. It was conducted with the most precise criteria off all such studies, and estimates that Americans use firearms to defend themselves from criminals between 1,900,000 and 2,500,000 times per year.]

c) The study states: “Nevertheless, in a ten state sample of incarcerated felons interviewed in 1982, 34% reported having been ‘scared off, shot at, wounded or captured by an armed victim.’”

d) The study states:

Type of Gun Used by Defender (Resident)

Revolver
38.5 %

Semi-automatic pistol
40.1%

Other, unspecified handgun

1.1%

Rifle

6.4%

Shotgun

13.9%

What does this tell us?

- 1) There are close to 12,927,000 homeowners with shotguns in their residences.
- 2) 1,900,000 of those firearms are used annually to ward off an intruder.
- 3) And 264,100 of firearms used annually to defend against home intruders are shotguns.