



IMMEDIATE RELEASE

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Setcom Announces Sponsorship of Scott Firefighter Combat Challenge

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Taking on over 25 events annually, Setcom is set to take on what ESPN deems as “The toughest two minutes in sports.”

Austin, TX – July 28, 2009 - Setcom Corporation, a leading manufacturer of communications equipment for firefighters, police motorcycle officers, rescue personnel and industrial users, announced it will sponsor the Scott Firefighter Combat Challenge (FFCC). The competition, consisting of multiple three-day events taking place throughout the U.S. and Canada, promotes firefighter fitness and wellness.

“We are excited about this new partnership with FFCC,” said Setcom President Mike Boyd. “Setcom has always been committed to providing the best equipment for firefighters to help make their demanding jobs a little easier. We are happy to be a part of an event which promotes the progress of these men and women’s efforts and allows their community to be included.”

Holding the first ever event in May of 1991, the Firefighter Combat Challenge (www.firefighter-challenge.com) is now in its 18th year of competition and has been hailed by ESPN (<http://espn.go.com/>) as “the toughest 2 minutes in sports”. With over 25 events taking place throughout the year, the Challenge is held in the U.S., Canada, and has recently expanded onto the international level. These events showcase the skill and true strength of men and women who sacrifice their own safety and race against time every day to save lives.

“Setcom is a great addition to the family of sponsors and supporters of the Firefighter Combat Challenge,” Dr. Paul Davis, FFCC President said. “Staying relevant is so important when it comes to emergency and rescue personnel; Setcom understands that and not only designs their equipment around the needs of the professionals, they maintain a close relationship in order to keep those men and women as safe and effective as possible.”

The Firefighter Combat Challenge consists of wearing "full bunker gear" and the SCOTT Air-Pak breathing apparatus (www.scotthealthsafety.com). Pairs of competitors race head-to-head as they simulate the physical demands of real-life firefighting by performing a linked series of five tasks including climbing the 5-story tower, hoisting, chopping, dragging hoses and rescuing a life-sized, 175 lb. "victim" as they race against themselves, their opponent and the clock.

About Setcom Corporation

Setcom (www.SetcomCorp.com) is a privately held company which designs, manufactures, and sells communications systems and accessories for two-way radios. Setcom's markets include police, fire, and the US military as well as certain industrial and commercial segments. Some of its specialty products include police motorcycle communication sets and fire apparatus intercom systems.

Founded in 1970, Setcom has been a pioneer in its markets for 39 years. The company is a leader because it works with police motorcycle officers and firefighters to develop the kind of innovative, tailor-made products professionals depend on. Public safety professionals in all fifty states, most major US cities, and more than twenty countries worldwide rely on Setcom.

About Firefighter Combat Challenge

Since 1991, the Scott Firefighter Combat Challenge (<http://www.firefighter-challenge.com/>) has provided a snapshot of one of the most physically demanding and respected of occupations. It is an intense, spirited competition that demonstrates to the viewing public the nature of the job- and no job is more dependent up on physical prowess of its work force. The challenge is an embodiment of the essence of firefighting.

The Challenge annually attracts hundreds of U.S. and Canadian municipal fire departments at more than 25 locations and is now expanding to countries around the world, including New Zealand, Germany, Argentina, Chile, and South Africa. The Challenge seeks to encourage firefighter fitness and demonstrate the profession's rigors to the public.

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