



Making your next step safer

**FOR IMMEDIATE RELEASE**

## **BfR Holdings Limited officially launches global e-commerce store**

*World's first standard issue anti-personnel landmine combat boot now available for purchase online*

**HONG KONG & SINGAPORE**, 22<sup>nd</sup> January 2002 – BfR Holdings Limited, the company behind the innovative Blast & Fragment Resistant (BfR) Combat Boot, has officially launched its global e-commerce store. The store, accessible via the company's website at <http://www.bfrboots.com>, allows military buyers and enthusiasts anywhere in the world to purchase the BfR Combat Boot over the Internet, with a few mouse clicks.

“We are extremely pleased to announce the launch of our online store, making our unique product available over the Internet to potential buyers worldwide,” said F. K. Lee, chairman of BfR Holdings Limited.

The BfR Combat Boot, designed to be used as standard military issue, features patented technology that gives the wearer a measure of protection against anti-personnel landmines. In particular, the boot's unique protective sole system helps mitigate soft tissue and skeletal damage to the feet by deflecting blasts from anti-personnel landmines.

Independent tests conducted by the Royal Military College of Science in the United Kingdom conclude that the BfR Combat Boot offers a significant degree of protection from blasts caused by certain types of anti-personnel landmine.

Four types of BfR Combat Boot are currently available for sale on the online store:

V50128 - 10” polypropylene woven fabric and full grain leather;

V50168 - 10” full grain leather;

V50188 - 10” sand suede leather; and

V50268 - 9” full grain leather.



Making your next step safer

**FOR IMMEDIATE RELEASE**

To mark the official launch of the online store, all boots are currently available for online purchase at a special price of US\$138 (normal price of US\$198) per pair, for the next 300 customers, and delivery by air is free, for a limited period, to any part of the world.



Making your next step safer

**FOR IMMEDIATE RELEASE**

### **About BfR Holdings Limited**

BfR Holdings Limited is headquartered in Hong Kong with office and production facilities in Singapore. The company manufactures only one product, the BfR Combat Boot, which features patented technology that offers significant degree of protection against anti-personnel landmines.

The BfR Combat Boot is conceived and designed with soldiers in mind but should also appeal to individuals, such as police officers, fire fighters, security guards, hunters and outdoor enthusiasts, who require a measure of protection above that of normal conventional footwear.

-- END --