

**Leading Shelter System Innovator, Life Cube Launches New Retail Store Near Santa Barbara Airport with January 11th Open House and Ribbon Cutting Ceremony**

**FOR IMMEDIATE RELEASE**

Santa Barbara, CA – December 13, 2023 – Life Cube Inc, a leading innovator in disaster response and emergency preparedness shelter systems, has announced the grand opening of its new retail store located at Arrow Truck Accessories, 6200 Hollister Avenue, near the Santa Barbara Municipal Airport. The opening celebration, including an open house and ribbon-cutting ceremony, is scheduled for January 11th from 4:00 PM to 8:00 PM, with the official ribbon cutting by Mayor Randy Rowse starting between 4:30 - 5 PM.   
   
Life Cube's flagship shelter, the LC-8, is a versatile and groundbreaking product designed for both emergency preparedness and recreational use will be prominently featured during the event. Dignitaries and members of the Santa Barbara South Coast Chamber of Commerce are invited to join the celebration, highlighting the company's commitment to the local community. Life Cube's priority is to offer a convenient inventory of emergency shelters, for City and County-wide disaster preparation.   
   
The LC-8 stands out as a multifunctional solution, boasting features such as a 10-minute tool-free setup, lightweight design, durability, and ample space. Notably, the LC-8 can be used on the ground, on a pickup truck, or even on water, as it is buoyant. Life Cube's dedication to innovation and functionality extends beyond emergency preparedness, making the LC-8, a versatile option for recreational enthusiasts as well.  
   
As an exciting addition to their product portfolio, Life Cube Inc has recently acquired Arrow Truck Accessories, further expanding their offerings. The retail store will now serve as the first local distributor of Cube products, providing customers with a diverse selection of off-grid tents. The inaugural product launch will showcase the BestTruckTent, an 8' x 8' unit that aligns with the company's commitment to quality and adaptability.  
   
Adjacent to the Life Cube store, and also under the management of Life Cube Inc, is the largest Penske Truck Rental Agency in California. This strategic co-location enhances customer convenience, offering a one-stop-shop for both innovative disaster response solutions and reliable truck rental services.  
  
Life Cube Inc has garnered recognition for its groundbreaking products, including collaborations with the U.S. Army Research Lab. Last year, the company introduced a portable walk-in refrigerator at their Funk Zone location, but the LC-8 emerged as the crowd favorite among the five models on display. Building on this success, Life Cube Inc is pleased to announce volume production agreements for the LC-8, with discussions underway for global distribution.  
   
Members of the public are encouraged to attend the open house on January 11th to explore the new retail store, witness the ribbon-cutting ceremony, and learn more about Life Cube's innovative products that blend emergency preparedness with recreational functionality. RSVP at info@lifecubeinc.com  
   
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**About Life Cube Inc:**  
Founded in 2009 and based in Santa Barbara, Calif., Life Cube, Inc. is a specialist in rapid deployment shelter technologies. The genesis of the Life Cube system began when entrepreneur Michael Conner witnessed the devastation in 2005 wrought by Hurricane Katrina and a massive earthquake in Pakistan. Watching humanitarian efforts, it became clear to him that an air-droppable, quickly deployable, portable shelter could be enormously helpful in providing life-saving shelter and supporting on-the-ground operations by aid workers. Mr. Conner immediately committed himself to invent an entirely new class of transportable shelter, one that would combine the advantages of a canvas tent, the ruggedness and utility of a trailer, with the speed and expandability of breakthrough inflatable technology. The result is the Life Cube. Today, Life Cube, Inc. is a leading designer and distributor of innovative air-beam shelters for a variety of markets and uses.  
   
Information about Life Cube, Inc. and a demonstration of the rapid deployment capability of the Life Cube is available at [www.LifeCubeInc.com](http://www.lifecubeinc.com/) or by contacting Life Cube, Inc. at +1 805-964-4445 or e-mailing [info@lifecubeinc.com](mailto:info@lifecubeinc.com).

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