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FOR IMMEDIATE RELEASE

SAFTI FIRST PROVES THERE REALLY IS A SANTA CLAUS
Employees raise over \$10,000 to purchase bicycles for school children

SAN FRANCISCO (December 13, 2007) – SAFTI FIRST, a leading manufacturer of fire rated glazing and framing products, raised over \$10,000 to purchase bicycles for school children who attend four elementary schools near the company’s Merced manufacturing plant, located in California’s San Joaquin Valley.

“We’ve been a part of this community for more than a dozen years,” said Ron Drew, Operations Manager for SAFTI FIRST and its parent company, O’Keeffe’s Inc. “Nearly everyone who works here at the plant grew up in Merced’s south side...the poor side of town,” he explained. “Christmas is a ‘north side’ experience for most. We wanted to do something that provides not only a brighter Christmas, but sends a positive message that if you work hard, things really do have a way of working out.”



SAFTI FIRST raised the money among the 100 employees at the local plant and the San Francisco sales office, and enlisted the support and assistance of the local school district. The school district endorsed the program and identified students who’ve improved their grades, and also those from families in need. “We’ve put together Bicycle Giveaway day, December 22nd, at the warehouse for these kids and their parents — a bounce house, hamburger and hotdog lunch, some dedicated playtime,” Drew continued. “It’s going to be 157 excited youngsters — all on wheels at the same time!

“For many of them, it’s also going to be a first taste of freedom, of independence. A bike to a child is like a car to a teenager — a rite of passage — and we’re really pleased to be able to partner with the schools and parents to give them this moment...and to hopefully impress upon them that doing well and staying in school is the right path to better things in life,” he concluded.

About SAFTI *FIRST*

Founded in 1982, SAFTI *FIRST* Fire Rated Glazing Solutions (www.safti.com) has been serving the architectural and building communities and the recognized leader in manufacturing fire rated glass and framing for more than a quarter century. As the premier source for code-approved fire-rated glazing, SAFTI *FIRST* was the first to introduce transparent fire rated walls to the U.S. market. Its SuperLite™ product line, fire rated from 20 minutes to three hours, includes fire-retardant filled glass, ceramics safety wired glass and SuperLite I-XL, a patented breakthrough fire protective product that significantly reduces radiant heat transfer (AHJ approval necessary in some areas). SuperLite™ products can protect against noise, attack, impact, bullets, blast, hurricane and UV rays and is available in any custom architectural make-up, including enhanced energy performance. SAFTI*fire* Frames are fire rated from 20 minutes to 2 hours. Our products are manufactured in the U.S. with fast lead times. For more information, call 888.653.3333

SAFTI *FIRST* is a division of O’Keeffe’s, Inc. (www.okeeffes.com), leading manufacturer of aluminum access ladders, custom skylights and other architectural building products for over 60 years. Headquartered in San Francisco, O’Keeffe’s, Inc., holds numerous patents and is involved in high-profile projects such as Genentech Hall at the University of California, San Francisco and the Museum of Modern Art.

Media interested in photos, interviews or other information should contact Diana San Diego at 888.653.3333 ext. 225 or dianas@safti.com.

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