

Contact:

Ken Hofmaster
President & COO
SafeAssured ID
P: 715.894.5263
E: khofmaster@safeassured-id.com

**Law Enforcement Agencies Recognize the Need for Digital SafeAssured Child ID Kits –
And Succeed in Providing Them**

Wausau, WI –February 18, 2008 – Law enforcement agencies – ranging from small City Police Departments to large County Sheriff's Offices and everything in between – have been called into action to provide SafeAssured digital child identification kits to the youth of their communities because every minute matters when a child is reported missing. With SafeAssured ID, parents don't have to waste those first frantic minutes searching for high quality photographs or estimating their child's physical characteristics for law enforcement – they already have it all, stored securely on a SafeAssured encrypted disc.

Providers of the SafeAssured ID System encompass all facets of law enforcement and range from Fort Irwin (US Army) Police; to the Bastrop, TX Police Department; to the Oneida Tribal Police Department; to the Orange County, FL Sheriff's Department. By partnering with local organizations, schools and businesses to sponsor SafeAssured ID events, law enforcement can provide the SafeAssured ID kits free of charge to families and engage a wide range of community members in proactive safety initiatives.

Sergeant Paul Piotrowski, Community Resources Officer for the Stevens Point Police Department in Wisconsin, explains, "The SafeAssured ID system provides us with instant access to the information we need when a child has been abducted. We can produce distribution-ready documents, access digital photos and fingerprints, and identify a child's mannerisms and unique physical traits within moments of receiving the disc. It also provides us with the info in a format we can use to quickly disseminate it electronically via the national Locater computer system."

Examples of SafeAssured ID events held by law enforcement agencies include:

- In 2007, the National Center for Missing & Exploited Children (NCMEC), SafeAssured ID, and other community organizations observed National Missing Children's Day throughout May by actively promoting Take 25 child safety events across the nation. Sponsors included Optimist Clubs, law enforcement agencies and fire departments, banks and schools, and many other businesses and organizations.
- Orange County, Florida, in partnership with Safe Kids Coalition, has included the SafeAssured ID System in their Children's Safety Village, a unique educational facility where children encounter safety hazards similar to those found in everyday life. Uniformed fire and law enforcement safety experts teach children how to practice safety through hands-on exercises, role-playing activities, and other participatory techniques.
- SafeAssured ID kits, sponsored by the Brown County Crime Prevention Foundation (BCCPF) of Wisconsin, were distributed to families at McGruff Fest in Green Bay. McGruff Fest, presented by BCCPF, was the first event of its kind in the U.S. and will be used as a model by the National Crime Prevention Council (NCPC) to promote October as Crime Prevention Month. "NCPC strongly believes that citizen involvement in crime prevention can and has played a vital role in helping many communities stay safe," states Michelle Boykin, Director of Media Relations & Marketing for NCPC. "Events like McGruff Fest ensure that citizens get valuable prevention and safety information from



THE COMPLETE IDENTIFICATION SOLUTION

organizations such as SafeAssured, and help people meet the law enforcement officers who are out there working every day to protect them.”

- Radio station KUIK in Oregon sets up booths to sponsor SafeAssured ID kits for the community in partnership with local law enforcement. Spencer Rubin, General Sales Manager, KUIK – AM, notes, "The endorsement of KUIK's SafeAssured ID events by the Washington County Sheriff's Department and the Hillsboro Police Department is invaluable. It bands the community together." Deputy Chief Lila Ashenbrenner of the Hillsboro Police Department agrees: "The partnership has allowed us to get critical information out to the public and has also helped us connect with community members. These connections are critical, and none are as precious as those concerning our loved ones."

Not only have law enforcement agencies recognized the need for immediate access to the important information contained within the SafeAssured ID kits, but they see the rewards in improved community relationships and involvement. "Having law enforcement involved in SafeAssured ID events strengthens bonds between the community and those who protect them," concludes Ken Hofmaster, President and COO, SafeAssured ID. "It creates awareness in the community – and a sense of pride –that everyone is actively doing something to keep their community safe. It also sends a message to potential predators that the community is proactive about family safety."

The kits consist of an encrypted disc with all ten digital fingerprints and video and audio recordings illustrating unique identification traits such as movement, voice inflection and accent; a durable photo ID card; and the Quick Tips Guide for Parents, written in conjunction with NCMEC.

-more-

About SafeAssured™

SafeAssured ID is a comprehensive, technologically advanced family safety program. In the event that a person disappears, SafeAssured ID provides families with the power to deliver media and law enforcement with immediate, holistic, and ready to broadcast information unique to the missing person. In addition to a digital photo and personal profile, SafeAssured differs from other identification solutions by offering a full set of digital fingerprints, voice sample, and streaming video showing movement and gait. The information is stored on a disc that is secured with a locked electronic code.

SafeAssured ID kits can be offered in conjunction with any event where families are present, whether public or private. The program is a newsworthy community service and quickly attracts sponsorship by providing a high level of return in public relations and a key differentiating factor from the competition. www.safeassured-id.com

###