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FOR IMMEDIATE RELEASE

**M&I BANK PARTNERS WITH THE ANTIGO OPTIMIST CLUB TO OFFER
SAFEASSURED IDS TO ANTIGO COMMUNITY**

Antigo, WI – August 30, 2006- During the week of September 11 – 16, M&I Bank will give parents a solution – the SafeAssured ID solution. Partnering with the Antigo Optimists, M&I is enrolling youth *free of charge* to families. The most comprehensive, technologically advanced youth identification solution available to aid in the search for a missing youth, SafeAssured ID provides parents, guardians and caregivers a mini-CD containing a digital record of the child’s appearance, voice, mannerisms and full-set of fingerprints.

Debi Wagner, personal banker states, “M&I has been a part of the Antigo community for almost 20 years. Our staff feels our partnership with SafeAssured ID and the Antigo Optimists not only makes sense, but is a good fit for such a community-minded bank. The entire process takes between 10 to 15 minutes per child, but gives parents well-deserved peace of mind.”

Wagner asked that interested families contact M&I Bank directly at 715.623.2341 to make an appointment to create an ID kit for their children. The following is a list of scheduled enrollment events:

When	Where	Time
Monday, September 11 th	M&I Bank	2 – 4pm
Tuesday, September 12 th	M&I Bank	10am – Noon
Wednesday, September 13 th	M&I Bank	4 – 6pm
Thursday, September 14 th	M&I Bank	2 – 4pm
Friday, September 15 th	M&I Bank	10am – Noon
Saturday, September 16 th	Langlade County Airport, Fall Colorama Fly-IN	10am - Noon

-More-



Add1

M&I Bank Partners With Antigo Optimists

Providing peace of mind for families, while protecting their privacy, the encrypted mini-CD in the SafeAssured ID kit contains: up to ten digital fingerprints, digital photograph, streaming video showing mannerisms and gait, voice track providing the youth's voice inflection and accent, general physical description, vital personal information (street address, date of birth, life-threatening medical conditions, identifying scars or marks, and tattoos), and family code word. Families also receive a durable, full-color photo ID card, and a Parents Guidebook, written in conjunction with NCMEC, containing helpful safety information. Not only can families create missing person posters from the mini-CD, the valuable information contained on the mini-CD can be accessed by law enforcement within moments of the disappearance.

When a youth is reported missing, **minutes matter**. According to Ernie Allen, president and CEO of the National Center for Missing & Exploited Children (NCMEC), "Time is the enemy when it comes to recovering a missing child. A critical element to the first few hours of an investigation is for law enforcement to have a good quality, current photograph of the missing child." He further stated, "NCMEC urges parents and guardians to maintain easily accessible, good-quality photographs of their children. SafeAssured helps them accomplish this."

Committed to the youth of Langlade County, the Antigo Optimist Club and M&I Bank proudly support SafeAssured ID and encourage all parents and guardians to enroll their family. Debi Wagner, at M&I Bank, can be contacted at 715-623-2341 for additional details such as event dates.

About SafeAssured™ ID

SafeAssured ID is the most comprehensive, technologically advanced identification solution in the industry. In the event that a loved one goes missing, 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: full set of digital fingerprints, voice sample, and streaming video showing movement and gait. The information is stored on a mini-CD ROM that is secured with an encrypted, locked electronic code. Not only is the program affordable, it's easy to use.

As part of a marketing strategy, hosting a SafeAssured ID event provides an opportunity to reach out to an audience of all ages. The events offer a high level of return in public relations, and a key differentiating factor from the competition. www.safeassured-id.com.

About the National Center for Missing & Exploited Children

NCMEC is a 501(c)(3) nonprofit organization that works in cooperation with the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention. NCMEC's congressionally mandated CyberTipline, a reporting mechanism for child sexual exploitation, has handled more than 365,600 leads. Since its establishment in 1984, NCMEC has assisted law enforcement with more than 117,100

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missing child cases, resulting in the recovery of more than 99,500 children. For more information about NCMEC, call its toll-free, 24-hour hotline at 1-800-THE-LOST or visit its web site at www.missingkids.com.