



FOR IMMEDIATE RELEASE

HOME SOURCE ONE AND ASSET DEVELOPMENT PARTNER TO OFFER HIGH-TECH SAFEASSURED ID PROGRAM

Appleton, WI – August 28, 2007- Home Source One and Asset Development have joined forces to provide family safety to manufactured home communities throughout the state of Wisconsin. Their purchase of a SafeAssured ID system will enable them to offer these families the most comprehensive safety program available to aid in the search for a missing person. The first SafeAssured ID enrollment event will take place in September. They plan to also make the IDs available for families in and around their communities.

Ryan Mantey, General Manager, Asset Development/Home Source One, comments: “Since 1999, Home Source One has been a leader in the placement, sales, and financing of manufactured homes within communities. Our mission is ‘To provide maximum value for our Homeowners in a community environment that is attractive, safe and sociable; through an alliance of our employees, partners and associates that promotes harmony and enhances involvement.’ SafeAssured allows us to also become a leader in family safety by implementing a program that surpasses all others. I like the fact that SafeAssured can be used to protect the elderly too, it’s not limited to children only. I am looking forward to being able to offer this program at no charge to our over 5,000 families that reside in the HomeSourceOne/Asset Development communities.” Barb Schauf, Resident Relations Manager, is coordinating the SafeAssured program across all 55 of their communities.

The SafeAssured Solution provides families with an added sense of security and peace of mind. The kits provide families with the power to immediately deliver comprehensive and ready-to-broadcast information unique to the missing person to media outlets and law enforcement agencies. In addition to common program benefits such as a digital photo and personal information profile, SafeAssured’s kit also includes: 10 digital fingerprints, voice recording clip, and streaming video demonstrating unique mannerisms and movement. Private information is securely stored on an encrypted mini-CD ROM, accessible only to authorized law enforcement officials. The mini-CD allows the user to make missing person posters with a high-quality image. Families also receive a full-color photo data card and a preventative safety tips guidebook, written in conjunction with the National Center for Missing & Exploited Children (NCMEC). Personal information is stored only on the mini-CD, not in a database, to prevent unauthorized access to the information.

If you wish to be involved with a SafeAssured ID event or help sponsor their efforts, contact Barb Schauf, at 920.889.7440. Watch for upcoming events in Wisconsin at www.safeassured-id.com or call 888.995.SAFE (7233).

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About SafeAssured™

SafeAssured ID is the most comprehensive, technologically advanced family safety program in the industry. In the event that a youth 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 youth. 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 mannerisms. 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 a high level of return in public relations, and a key differentiating factor from the competition. www.safeassured-id.com

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