



SAFEASSURED HONORS NATIONAL MISSING CHILDREN'S DAY

WAUSAU, WI- May 1, 2006, – Committed to the safety of our nation's youth, SafeAssured ID joins with others across the country to honor National Missing Children's Day on May 25th. During the month of May, families can access and print a FREE "Guidebook for Parents" by visiting www.safeassured-id.com and clicking on the banner ad at the top of the page. Developed in conjunction with the National Center for Missing and Exploited Children (NCMEC), the guidebook contains helpful information that families can use to educate themselves on DNA collection, Abduction Prevention Tips, Child's Instructions for Calling 911, and lastly, what steps to follow if you believe your child is missing. The guidebook is an important part of the complete SafeAssured ID kit, available through SafeAssured ID's Providers.

National Missing Children's Day was first declared by President Ronald Reagan in 1983, and has been honored by every administration since. According to NCMEC's website [www.missingkids.com], "May 25 is the day 6-year-old Etan Patz disappeared from a New York City street corner on his way to school in 1979. His case remains unsolved and is an annual reminder to the nation to renew efforts to reunite missing children with their families and make child protection a national priority."

Ken Hofmaster, President and Chief Operating Officer of SafeAssured ID, states "To honor National Missing Children's Day, SafeAssured ID is moved to offer our guidebooks at no charge to families, in another effort to educate and protect children. In addition, we're assisting in the coordination of a number of ID events across the United States. We remain steadfast in our resolve to look after our nation's greatest resource. SafeAssured ID is the vehicle to do just that."



In tireless support of NCMEC and raising awareness of child safety, SafeAssured announces its third year of sponsorship and attendance of the NCMEC's 2006 Hope Awards, in Washington D.C. on May 9th. This exclusive, annual event brings together individuals, policy makers, corporations, and organizations that work together toward the same goal; protecting our children.

About SafeAssured™ ID

SafeAssured ID is the most comprehensive and effective identification solution available. It is designed to complement efforts in cases of qualified and non-qualified AMBER Alert recovery situations, and/or other State and National programs. This unprecedented approach to youth identification provides 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 ID's differentiating captured elements include: digital fingerprints, voice sample, and streaming video showing movement and gait. The information is stored on a Mini-CD ROM that is secured with a locked electronic code. For more information, please visit www.safeassured-id.com or call 1.888.894.5263.

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May 2006

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

WISCONSIN EVENTS

Tomahawk Community Bank – Tomahawk Schools

May 1-5

Sheboygan Optimist – Grant Elementary

May 1

Sheboygan Optimist – Community Bank & Trust

May 6

Merrill Federal Savings and Loan Association

May 6

Bike For Kids Rodeo, Ride and Walk – Everest Optimist (Weston)

May 6

Wausau Noon Optimist – Wausau Center Mall

May 6

May 13

May 20

May 27

Marshfield Optimist Club – Car Seat Safety

May 8

Bike Rodeo – Antigo

May 16



Chilton Optimist – State Bank of Chilton

TBD

OTHER STATE EVENTS

Health & Safety Fair – KTIE News Talk 590 - Fontana, CA

May 20

Boys & Girls Club – Indianapolis, IN and Scottsdale, AZ

Ongoing

John H. Shary Elementary School – McAllen, TX

Ongoing

NATIONWIDE

National Missing Kids Day

May 25