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For release

SAFEASSURED ID ANNOUNCES ANOTHER SUCCESSFUL RADIO SPONSORSHIP

WAUSAU, WI – March 20, 2006 – The First Annual Senior Health & Wellness Fair at the James L. Brulte Senior Center in Rancho Cucamonga, California hosted by 63rd District Assembly Member Bill Emmerson and 2nd District County Supervisor Paul Biane on March 4th was a huge success for NewsTalk 590 KTIE, Arrow Chiropractic, and SafeAssured ID.

Local radio station, KTIE actively promoted the event through live remotes, and ads purchased by the sponsor of the SafeAssured ID booth, Arrow Chiropractic. Through this win-win partnership, every SafeAssured ID was available at *no cost* to anyone that stopped into the booth.

“This Health and Wellness Fair presented a great opportunity for families in San Bernardino Valley to get free SafeAssured IDs and, more importantly, the protection it provides for their loved ones. It also gave the radio station and the sponsoring business a vehicle to be recognized for giving something back to their community. With constant activity and interest in the booth, SafeAssured IDs were produced for both youth and seniors alike. KTIE did an excellent job promoting the event, and the generosity of Arrow Chiropractic was well received by the community. We’re thankful to KTIE for inviting us out to California, and making SafeAssured ID an important part of this community event,” states Ken Hofmaster, President and COO of SafeAssured ID.



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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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