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PROTECTING MORE TRIBES WITH NEW TECHNOLOGY

Wausau, WI – July 11, 2007 – Families of the Citizen Potawatomi Nation will be the next to take advantage of the comprehensive technology the SafeAssured ID Program has to offer. Tracy Haney, Juvenile Justice Program Director for the Citizen Potawatomi Nation, was instrumental in coordinating the funding and purchase of the SafeAssured Program. After attending a demonstration of the system at the National Indian Child Welfare Association Conference, he commented: “This much-needed technology is impressive. It’s reassuring to know SafeAssured ID kits provide important safety tips for parents and caretakers and combine this with digital information that law enforcement officers can utilize in a missing person case. We plan to offer the IDs at events throughout the Potawatomi Nation. Our children are our heritage and I want to do my best to protect them.”

The Oneida Police Department also recently purchased a SafeAssured system, made possible through a grant. Mary Motquin, Oneida Childcare Services Program Coordinator, has committed to purchasing hundreds of kits for Oneida youth. Chief Van Boxtel, coordinator of the SafeAssured initiative, stated: “This system will allow for us to provide a great way to interact in a positive way with our youth and families. We will also have the ability to immediately disseminate the information of a missing person throughout law enforcement, the media, and the community. It is my sincere hope that the prevention tools will be used by every family but the recovery tools will never have to be used.”

Menominee Childcare Services and SafeAssured ID have also partnered to bring these comprehensive ID kits to the Menominee tribe and families in the surrounding area. Penny Escalante applied for, and was awarded, the Childcare Initiative Grant, the funds of which were used to purchase a SafeAssured ID system and offer enrollments at no cost to the youth of their tribe. Penny is pleased with the impact of the SafeAssured program: “We’ve received many positive comments from parents who have brought their children to the events. They thanked me for offering the SafeAssured IDs.”

Providing peace of mind for families, while protecting their privacy, the encrypted mini-CD in the SafeAssured ID kit contains: all ten digital fingerprints, digital photograph, streaming video showing mannerisms and movement, voice track providing the youth’s voice inflection and accent, general physical

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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 data card, and a Parents' Guidebook, written in conjunction with the National Center for Missing & Exploited Children, 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.

For information on how you can bring this family safety program to those in your tribe, contact SafeAssured at 888.894.5263. It's affordable, easy to use, and simple to implement. To learn more, visit: www.safeassured-id.com.

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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. 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