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For release

SAFEASSURED ID ANNOUNCES ANOTHER SUCCESSFUL ID EVENT

Stevens Point, WI – April 6, 2006 – The 26th Annual Home & Garden Show at the Ice Hawks Arena in Stevens Point, Wisconsin hosted by Golden Sands Home Builders Association on April 1st and 2nd was a huge success for Stevens Point/Plover Breakfast Optimist Club, Stevens Point Noon Optimist Club, Golden Sands Home Builders Association, and SafeAssured ID.

Local radio station, WLJY and WYTE actively promoted the event through live remotes, and ads purchased by the sponsor of the SafeAssured ID booth, Golden Sands Home Builders Association. Through this win-win partnership, every SafeAssured ID was available at *no cost* to anyone that stopped into the booth.

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.”

The SafeAssured Solution provides families with an added sense of security and peace of mind. The mini-CD captures physical characteristics and video footage that can be provided to law enforcement within moments of disappearance. Families receive a mini-CD that contains: streaming video, digital voiceprint, a digital photograph, a full set of digitally scanned fingerprints, and general physical information. Private and sensitive data are encrypted, with access only provided to law enforcement. Lastly, families receive a durable, full-color photo ID card, and a guidebook, written in conjunction with NCMEC, containing helpful safety tips. Mini-CD also allows you to create missing person posters.

- More -

Add 1

Committed to the youth of Portage County, Stevens Point and Plover area Optimist Clubs proudly support SafeAssured and encourage all parents and guardians to enroll their family. To enroll your youth in the SafeAssured ID program in your area please check the SafeAssured ID *event page* at www.safeassured-id.com for more details.

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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