

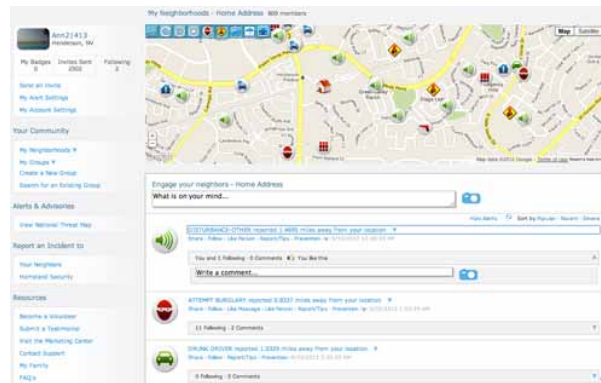


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PUBLIC SAFETY TECHNOLOGY PIONEER ALERTID LAUNCHES SECURE SOCIAL NETWORK

*Families, Communities, Law Enforcement and Others Concerned about Privacy and Security
Now Have a Safer Social Networking Alternative*

LAS VEGAS, NEVADA AND PALO ALTO, CALIF. (Oct. 2, 2012) — [AlertID™](#), the established leader in making the country's public safety information universally accessible via free mobile applications on smartphones and tablets, as well as via email, announces the launch of its newest service, the AlertID Secure Social Network. Individuals, families, communities, schools, co-workers, public safety officials and others concerned about the safety of communicating on social networks now have a safe and easy way to share important information quickly.

AlertID's network is secure because the company does not scan the content of members' communication and postings to sell to advertisers or anyone else, nor does it sell information that would personally identify members to advertisers. AlertID's proprietary platform also prevents search engines from scanning users' information.

AlertID's Secure Social Network is built upon its proprietary two-way communication platform, offering not only sophisticated location and activity mapping, but also an interactive social

network allowing users to share critical information with each other in a secure, graphically compelling way. Available features include:

- **My Neighborhood:** Securely share messages about suspicious persons, crime, missing pets and other neighborhood information, as well as pictures, videos and more with AlertID members in the vicinity of the member's physical address as well as other areas to monitor such as work, child's school, and parents' home in another state, among others.
- **My Groups:** Safely create private or public groups and invite friends, colleagues, customers and others, either one-by-one or by easily importing contact lists. Groups may or may not be location-based and can be created for schools, homeowner's associations, public safety organizations, neighbors, families and more. The "group administrator" also has the ability to use the **AlertID Broadcast System™ (ABS)**, previously only available to law enforcement and public safety agencies, to send critical alerts via secure mobile notification and email to members of the group, including those for missing children, lost pets, suspicious persons and more.
- **Homeland Security Reporting:** Easily report suspicious activity directly to the Department of Homeland Security as it happens either from mobile devices, Apple iPads® or computers.

"AlertID's Secure Social Network provides a safe way for people to share information anywhere without being concerned that their private messages are being scanned for advertising purposes," says Ken Wiles, CEO, AlertID. "We are committed to protecting the privacy rights of the families and organizations depending upon AlertID."

"AlertID is a unique platform that is filling a void that exists between public safety and the community we serve. It has made a dramatic impact in helping to reduce crime and protect families by directly involving the community in policing efforts," Chris Perry, director, Nevada Department of Public Safety.

To sign up for a free account or for more information, go to www.AlertID.com.

ABOUT ALERTID, INC.

AlertID is the established leader in making the country's public safety information universally accessible, helping people protect their families and communities. Alerts are provided by trusted sources including public safety agencies, local law enforcement, schools, neighborhood groups, neighbors, family members and friends. This first-of-its-kind, fast-growing network is the leader in helping people protect their families and communities throughout the United States and is poised to evolve into the world's go-to public safety and security resource.

AlertID has proven to help reduce crime, using secure and proven technology to create two-way communication between citizens and Federal, state and local authorities to provide immediate information on crime, terrorism, natural disasters or severe weather that can threaten the safety of families and communities. Thanks to AlertID, more than 53 percent of the United States' population (166 million residents) has access to Sex Offender Alerts from State Sex Offender Databases. In many communities, AlertID has partnered with law enforcement agencies to deliver local crime data (CAD) to members. Recent partnerships include The Las Vegas

Metropolitan Police Department, The Nevada Department of Public Safety, Amber Alert and various counter terrorism centers, among many others.

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