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**ALERTID ANNOUNCES NEW SENIOR VICE PRESIDENT OF REVENUE AND  
BUSINESS DEVELOPMENT, CHIP DAVIS**

*New Executive Brings More Than 30 Years of Experience in Software and Business  
Development*

**LAS VEGAS, NEVADA AND PALO ALTO, CALIF. (Oct. 11, 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, today announced technology veteran Chip Davis has joined the company as the new senior vice president of revenue and business development. Davis brings more than 30 years of successful software and technology experience. He will be responsible for revenues, membership and the execution of the company’s sales plan and partner initiatives.

“I am very excited to join AlertID and to be part of a company dedicated to improving the security and safety of families and communities. The secure communication platform is quickly becoming the standard for law enforcement and citizens to connect,” says Davis.

Davis received his Bachelor of Arts degree in communications from The Ohio State University. He began his sales career with Boole & Babbage, a pioneering company in enterprise management systems. He then joined Centura Software, helping lead the company to an acquisition by Compuware. As a senior sales manager at Compuware he was instrumental in leading the company to its successful IPO in 1992. Davis would go on to hold additional executive leadership roles, including those at security software companies CyberSafe and Symantec where he was responsible for U.S. enterprise sales and was named Sales Leader of the Year for 2005. During his time at Symantec, his business grew more than 275 percent and contributed to Symantec's two stock splits.

As vice president of worldwide sales at AppForge, a mobile development platform technology, Davis led the company to an acquisition by Oracle. More recently, Davis was vice president of Americas Sales at BigFix. During this time, BigFix's business grew more than 200 percent which led to a successful acquisition by IBM. Prior to joining AlertID, Chip was vice president of sales at Actiance, a social media security and compliance organization.

"Chip brings a proven history of success and specific familiarity with social media, mobile app development and security to the company," said Ken Wiles, CEO, AlertID. "With his impressive and extensive background in successfully enabling companies to realize their true potential, we are lucky to have him on our team."

#### **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 Alameda County Sheriff's Office, Las Vegas Metropolitan Police Department, the Nevada Department of Public Safety, Amber Alert and various counter terrorism centers, among many others. For more information or sign up for a free account, go to [www.AlertID.com](http://www.AlertID.com).

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