



Leave the Risk. Take the Adventure.

FOR IMMEDIATE RELEASE

GeoSure Global app announces new release with updated features for essential travel safety information

Monitor threat temperatures anywhere in the world: know when to walk or take a cab, or when to leave at dusk or linger for a glass of wine. Today's travelers can be empowered with GeoSure.

New York City, December 15, 2014 – GeoSure Global announced today an updated release of its new app, a state-of-the-art travel companion designed to support travelers around the world with essential safety information.

Today's premier travel-risk assessment tool, the [GeoSure Global app](#) is unique in its ability to provide ultra-accurate and ultra-timely, personalized safety related advisories to travelers and travel-planners worldwide. Using sophisticated *predictive analytics*, GeoSure derives its exclusive "[Threat Temperature](#)" risk scores to quantify travel vulnerability anywhere in the world. It's an instant, powerful, and highly personalized tool that is further enhanced by crowd-sourced updates from *GeoSure's* community of global travelers and users.

The [GeoSure Global app](#) balances the need or desire to travel with a personalized, analytically modeled assessment of safety and security in all the world's travel zones. Its precision helps assure that travel adventures are the adventures one wants.

Utilizing up-to-the-minute data drawn from hundreds of sources, including narrative data sources and shared intelligence from its own global community, *GeoSure* delivers vital travel information based on data and predictive analytic methodologies not available to most travelers. Sources include CDC, WHO, United Nations, State Department, Interpol, and data from many national and local authorities and updated global threat statistics.

GeoSure is equivalent to having a personal staff of travel safety resources around the world, reporting insights 24/7/365.

The company's data collection and statistical analysis engine continually tracks and analyzes the vast and ever-changing landscape of information about threat conditions and vulnerabilities the world over. The proprietary risk algorithms are enhanced with constant input from members of the GeoSure community, who receive reward points for filing first-hand reports. Awareness of threats -- or conditions safer than expected -- enables and empowers travelers. With good information, travelers can avoid trouble spots, take steps to reduce vulnerability, and make optimal travel and destination choices.

A dedicated Women's Safety category is devoted to female travelers on educational, business and holiday trips

Currently offered free, the basic app is available for download on the iTunes App Store and is in development for Android devices. The latest release includes several exciting new features, including improved globe graphics, a Helpful Hints section with suggestions for travelers to

reduce or avoid threats and enhance safety, an option for Express Reporting with a green, yellow, or red Threat Temperature for a given location, and the ability to provide information on Women's Safety conditions under the detailed reporting option. Threat temperatures and security related information are currently reported at the neighborhood level for many cities and will soon be reported for all cities of significant size across the world. For example, New York is now partitioned into 65 distinct neighborhoods with specific profiles and narrative. Direct links to Facebook and Twitter enable easy login, and a recognizable flame icon conveys immediate knowledge for higher threat environments.

Key Characteristics

GeoSure's proprietary stance is summarized by:

- Personalized and contextualized for the user
- Hundreds of evaluated information sources, up-to-the minute data
- Simple, accurate ease of use for professional and individual travelers
- A rapidly growing community of helpful users
- State-of-the-art predictive analytics
- Rapidly evolving new features and products

GeoSure's stated mission is: ***"To build a close knit community of users helping to enable travelers and mobile users everywhere be better informed and more aware; to give greater confidence of their surroundings and expectations of safety; to encourage travel to all destinations, including those less familiar. To help make the world a safer place."***

About GeoSure Global:

GeoSure Global is a new application designed to assist travelers by providing quantifiable, personalized travel security information through their mobile devices. Data feeds from global sources fuel proprietary risk algorithms, delivering powerful threat temperatures (risk scores) to assess relative vulnerability anywhere in the world, down to the neighborhood level, on a real-time basis. Essential to the world traveler, GeoSure responds to the critical safety needs of business, holiday and educational travelers. By democratizing relevant worldwide information, travel decisions to all destinations, including those in transition or less familiar, can be optimized. New York City based, GeoSure launched in 2014 and is downloadable on the Apple App Store. For more information please call 917.592.9458 or visit the company's website:

www.geosureglobal.com.

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