PRAESCIENT ANALYTICS AND THE ARIZONA STATE UNIVERSITY (ASU) OFFICE OF SEX TRAFFICKING INTERVENTION RESEARCH (STIR) CONTINUE ONGOING INVESTIGATION INTO HUMAN TRAFFICKING DURING THE 2015 SUPER BOWL IN PHOENIX, ARIZONA

PRAESCIENT ANALYTICS, an organization dedicated to applying cutting-edge analytic technologies and methodologies to solve complex information challenges, is continuing its ongoing human trafficking research effort in partnership with the McCain Institute and the Arizona State University School of Social Work's Office of Sex Trafficking Intervention Research (STIR), a leading research center which advises law enforcement, prosecutors, medical practitioners, and social service providers on the cycle of domestic sex trafficking. Praescient's Analysis as a Service Team (A3S) is working with ASU to analyze open source indicators of sex trafficking during the 2015 Super Bowl in Phoenix, Arizona.

"Illicit sex trafficking destroys lives every day in this country, not just on Super Bowl weekend," said Analyst Jon Larkin. "We believe it is vital to raise awareness of this issue wherever and whenever we can. Through our partnership with ASU, we aim to provide law enforcement agencies, non-governmental organizations, and the larger community with the data they need to better understand and more effectively combat sex trafficking."

"By accessing some of the most talented technologists in the U.S. at Praescient," said Director of STIR Dominique Roe-Sepowitz, "we were able to push the current level of knowledge to make new discoveries and possible solutions for sex trafficking during large sporting events."

Praescient's analysts are contributing sophisticated workflows which source thousands of online sex ads to find patterns and anomalies identifying both victims and illicit trafficking networks. Praescient's software engineers are providing a capability to quickly identify and parse suspicious keywords and phrases within a massive collection of online advertisements.

Learn more about Praescient's anti-trafficking workflows in this demo video:

- **AN ANALYTICAL APPROACH TO STOPPING HUMAN TRAFFICKING**

BloombergNews featured Praescient's work on the 2014 research effort in a video segment and online story:

- **SUPER BOWL PROSTITUTION DIGITALLY MAPPED BY DATA TRACKERS**

- **SUPER BOWL PROSTITUTION TRACKED BY DEFENSE SOFTWARE**

The 2015 edition of the joint report, Exploring Sex Trafficking and Prostitution Demand during the Super Bowl, will be released by ASU in late February.

ABOUT PRAESCIENT ANALYTICS: Praescient Analytics is a Veteran-Owned Small Business that delivers an agile, rapid-reaction Analysis as a Service (A3S) offering that address clients' challenging analytical problems with the most advanced selection of software tools available. Praescient's analysts have developed a suite of tailored methodologies for a wide range of industries which transform clients' data into actionable insights. Learn more at www.praescientanalytics.com

ABOUT ASU SCHOOL OF SOCIAL WORK: The Arizona State University School of Social Work promotes student and faculty social science research and advances research relevant to the social problems in Arizona and the Southwest. Their Office of Sex Trafficking Intervention Research significantly contributes to the knowledge base about sex trafficking by introducing innovative research methodologies and unique partnerships. Learn more at www.ssw.asu.edu

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