



FACEFILE®

One Click Could Save Your Life™

LAKESWOOD, COLO. – (June 2009) – The makers of **FaceFile®**, the premier personal protection system, believe mobile phones offer individuals the single most powerful self-protection tool available. The company has developed the technology to document potentially threatening situations through the use of a mobile phone's camera and send instant safety alerts to a person's friends and family in real time.

The service works by using a cell phone with a camera along with text messaging or email capabilities. **FaceFile** users simply snap a photo, send it to their private account where it is uploaded, date and time stamped, and stored in their **Personal Security Journal**. An instant safety alert is sent in real time to their designated network of friends and family, prompting them to check in with the **FaceFile** member. If the member were clearly in danger, law enforcement authorities would have temporary access to their private **FaceFile** account to view any activity.

FaceFile was created to prevent dangerous situations that can occur when encountering new people and unfamiliar places. For instance, it can be used as a preventive measure when individuals are among strangers in social situations – at a college party, in a bar, on a blind date. "People, especially teens and young adults, take pictures all the time with their cell phone's camera," said **Rob Wilcox**, **CEO** and a founder of the company. "It's not unusual for someone to snap a photo with their mobile phone. The process of sending a photo into **FaceFile** is simple and can be done discretely."

Wilcox also recommends the use of **FaceFile** when technicians or delivery people are sent to the home. "Snap a photo of the person upon their arrival to your location, that way, if something should go wrong, they're documented in your private **FaceFile** account." The service is also ideal for realtors that meet potential buyers at an empty home. "One man's daughter was a real estate agent. She went to a call and was stabbed to death. He said that had **FaceFile** been around when this tragedy occurred, his daughter might still be alive today, or at least they might know who did this to her."

FaceFile can also be used if an individual witnesses a crime or accident. Always use common sense when implementing **FaceFile**, and contact local authorities if the situation endangers one's life. "We think of **FaceFile** as another layer of safety," said **Wilcox**. "Our basic account is free. We encourage everyone that has a mobile phone with a camera to sign up for the service. It's an extra layer of self-protection. Isn't it better to be safe than sorry?"

FaceFile is a privately held company. For more information, or to join **FaceFile**, visit www.myfacefile.com.