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## Easy-to-Use Service Provides Self-Protection and Safety Alerts to Friends and Family Through the Click of a Cell Phone's Camera

**LAKEWOOD, COLO. – (June 1, 2009) – FaceFile®** Inc. announced today the general availability of its personal protection system through the use of a cell phone's camera. Until now, no other service has the ability or added benefit of sending instant alerts to friends and family of the **FaceFile** member. When users upload a new photo in their account, it signifies that they are possibly in danger, feeling threatened, in the company of strangers, witnessed a crime or accident, or they could be in an unfamiliar location. As soon as a photo is sent to a **FaceFile** account, that person's Personal Protection Network – friends and family – receive an instant safety alert via email or text message prompting them to check in with the member. **FaceFile** is available for free at [www.face-file.com](http://www.face-file.com).

"We've encountered several people that have had family members involved with tragic incidents," said **Rob Wilcox**, co-founder and CEO of **FaceFile**. "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 killed her." **Wilcox** believes that thanks to **FaceFile**, a cell phone's camera will be the most important safety tool a person can carry.

In addition to using a cell phone with a camera, **FaceFile** requires text messaging or email capabilities. Free alerts are sent to the member's Personal Protection Network via email. Text alerts are also available for a minimal monthly fee.

Use **FaceFile** when feeling threatened; when witnessing suspicious activity; when among strangers – in a bar, on a blind date; when meeting new people – at a college party, when a service technician comes to the home, when a realtor meets a new client at a vacant property; or when visiting new and unfamiliar places – when traveling solo or going for a run. Members simply snap a photo, send it to their private **FaceFile** account where it is uploaded, date and time stamped, and stored in their Personal Security Journal. Unlike social media networks, **FaceFile** photos are not shared. Only the account holder has access to them. The one exception is if the person were clearly in danger, then **FaceFile** would grant temporary access to law enforcement authorities.

**FaceFile** was created in 2007 when **Wilcox** and his co-founders watched society embrace the use of their cell phones. Their idea was to combine the practicality of a cell phone with an easy and accessible personal protection system. The result of their efforts became **FaceFile**, which they launched at significant industry trade shows where it received instant support and endorsements from law enforcement authorities, school groups, and parent organizations. "**FaceFile** can be a deterrent if the perpetrators out there know that there is a system like this in place. When they see a cell phone coming out, it may deter them from preying on some of our students," said **Frank DeAngelis**, **Principal of Columbine High School** in Littleton, Colo.

**FaceFile** is meant to deter crime and provide a means of self-protection. It should never be used if one's life is endangered. Get to a safe place and contact local authorities.

**FaceFile** is a privately held company based in Lakewood, Colo. For info, visit [www.myfacefile.com](http://www.myfacefile.com), Facebook, LinkedIn, and Twitter.