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**CLICK. SEND. ALERT. ACT.**

## **Introducing FACEFILE<sup>®</sup>, the Premier Personal Protection System**

**LAKESWOOD, COLO. – (June 2009) –** Imagine that a mobile phone's camera combined with modern technology can be the most important safety tool a person can carry. Now, thanks to **FaceFile<sup>®</sup>**, it is.

Studies show that there has been a global explosion in cell phone use and that consumers are relying on their mobile phones to do much more than just make calls. According to an August 2008 report from Pew Research Centre, more than 80 percent of consumers between the ages of 18 and 49 use their cell phones to send text messages, take pictures and access the Internet. Unrelated studies show that every year, one out of every ten Americans is affected by a serious crime. Wouldn't it be brilliant if someone developed a simple and easy way to prevent or deter these crimes from happening?

Introducing **FaceFile<sup>®</sup>**, the original personal protection system that was developed to protect individuals from potentially threatening situations. Through a combination of advanced technologies and the use of a mobile phone's camera, **FaceFile** is the premier personal protection system of its kind. It was created to deter crime and help protect individuals from potentially threatening situations with the simple use of a cell phone, a device that has been reported to be used 25 percent more over the last two years, according to Azuki Systems, Inc. and their survey of U.S. mobile phone users.

**FaceFile** is a service that works by using a mobile phone with a camera along with text messaging or email capabilities. The cell phone's camera is used to document suspicious activity or new and unfamiliar people and places encountered by **FaceFile** members. They simply snap a photo, send it to their private **FaceFile** account where it is uploaded, date and time stamped, geotagged, and stored in their Personal Security Journal.

An instant safety alert is sent in real time to the **FaceFile** member's designated friends and family network to alert them that the user has uploaded a new photo. Alerts are sent to the network via email, and if requested, by text message as well. **FaceFile** alerts will prompt the user's network to check in with them because they might be in danger, in a new environment, or with unfamiliar people. If the user is clearly in danger, law enforcement authorities could be granted temporary access to their **FaceFile** account to view any activity.

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## Face File, page 2

**FaceFile** was created in 2007 when its founders, **Sandy Cohen** and **Rob Wilcox**, watched society embrace the use of their cell phones. **Cohen**, a seasoned retail consultant and trend expert, saw the need for a personal protection system, especially for those who could be vulnerable to risky situations due to their work, lifestyle, age and gender. His daughters, wife and even retail employees, found themselves in what could be dangerous situations. These near incidents sent **Cohen** on a mission to find a simple yet savvy way to prevent and protect his friends and family from crime and unfamiliar people and places.

**Cohen's** idea was to incorporate a protection system into something practical that most people carry with them at all times – their cell phones. He collaborated with **Wilcox**, a marketing veteran and brand-building pro, to create a carefully laid out plan. **FaceFile** evolved, was presented at significant industry trade shows where it received instant support and endorsements from law enforcement authorities, school groups, and parent organizations.

Now that **FaceFile** has been tweaked, enhanced, perfected and most importantly live and in production, anyone that has a mobile phone with a camera should sign up for a **FaceFile** account. Individuals can designate up to nine friends and family as their Personal Protection Network. These are the people that will receive safety alerts from **FaceFile** when the user uploads a new photo to their account. The alerts prompt the friends and family to check in on the sender as they could be in a risky situation, or perhaps they're in an unfamiliar place or with strangers.

**FaceFile** offers several plan options. The standard **FaceFile** plan is a free service. Because advertisers support our free service, members will occasionally receive information from them. The free service provides a 10 mg file that can hold an average of 40 – 60 pictures in an account. If the **FaceFile** member opts for the account plan that allows for text message alerts to be sent to their PPN, then a minimal charge of \$3.99 per month would be incurred. If texting is the choice of preference, a \$39.90 a year discount package can be purchased. This offers the user 15 free text message alerts to their PPN per month. If additional alerts were sent during the month, their credit card would only be charged a nickel per additional alert.

**FaceFile** also offers a premium paid account plan, ideal for people who encounter many strangers on a day-to-day basis – real estate agents, on-site service technicians, restaurant delivery persons – who would need an abundant amount of storage space to use **FaceFile** as a precautionary measure to ensure their safety. **FaceFile** offers a premium plan with 200 mg of storage space that can hold up to 800 photos. This costs \$3.99 per month.

If for any reason law enforcement authorities are brought into the picture, they can have temporary access to the sender's **FaceFile** account. Otherwise, the uploaded photos remain in private storage with **FaceFile**. "We received an overwhelming response from school safety officers and law enforcement officials when we first showed them the **FaceFile** system," said **Wilcox**. "It's significant for us to be able to provide them with dated and time-stamped photos that could help solve crimes and even save lives."

**FaceFile** can be used in a variety of self-protecting situations. For instance, **FaceFile** should be used when individuals are among strangers – at a college party, on a blind date, or when a service technician is sent to the home. Upload a photo to document new people that enter one's life, regardless of whether they're threatening or not. **FaceFile** allows individuals an opportunity for self-empowerment. "Never feel stupid playing it safe," is **Cohen's** motto. **FaceFile** should be used if an individual witnesses a crime or is involved in an accident. Always use common sense when implementing **FaceFile**, and contact local authorities if the situation endangers one's life.

**FaceFile** is a privately held company. For more information, or to join **Face File**, visit [www.myfacefile.com](http://www.myfacefile.com).