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WHO: **FaceFile**[®], the Denver-based company that offers a simple and smart personal security system with the click of a cell phone's camera.

WHAT: Colorado's severe weather streak has caused not only catastrophe, but costly insurance claims. Along with insurance claims comes the probability of scammers trying to make a quick buck. The Denver Business Bureau has advised that people watch out for individuals impersonating insurance agents.

FaceFile provides the ideal means of deterring scam artists from successfully working their fraudulent crimes. With your cell phone's camera, simply snap a photo of the person who claims to be with the insurance company and take a picture of their license plate. Upload the images to your **FaceFile** account where they're securely stored, date and time-stamped. An instant safety alert will be sent to the **FaceFile** member's predetermined list of friends and family prompting them to check in with that person.

Chances are, if the agent is an imposter, he or she will not allow their photo to be taken and they'll leave immediately. Scam prevented, thanks to **FaceFile**. If a scam does occur, law enforcement authorities will be granted temporary access to the photos as a means to help solve the crime.

WHEN: Register for a free **FaceFile** account today.

WHERE: www.myfacefile.com

WHY: "It's better to be safe than sorry," says **FaceFile** co-founder, **Rob Wilcox**.

MEDIA CONTACT: LESLIE JABLONSKI

612.382.5888

leslie.jablonski@face-file.com