

SAFE KIDS CARD, INC.

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For Immediate Release

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DRIVEN BY A DREAM

*Safe Kids Card Turns Trucker's Idea into Reality
with aid of Biometric Technology*

(Powell, WY)----For an idea conceived by an entrepreneur while he moonlighted as a truck driver making nightly runs throughout California, Safe Kids Card, Inc., has come a long way in a short time.

The Safe Kids Card is a wallet-sized, mini CD-ROM that serves as an all-in-one identification card for children and holds such information as photos of the child, a digital fingerprint and other medical and personal information that is easily accessible in case of an emergency.

Thirty-four-year-old Jeremiah Hutchins launched the company in August 2002. Franchising began in March 2003 and within nine months there were 15 Safe Kids Card franchises in operation across the country offering a product whose technology and effectiveness is superior to traditional plastic ID cards.

Today, less than two years after it began franchising, the Powell, Wyo.-based company has 45 franchisees in 19 states and the District of Columbia along with master franchisees in Canada, Australia and Ireland.

In the summer of 2002, Hutchins, who describes himself as having an “entrepreneurial spirit,” was already in business with a partner selling digital business cards using the same technology as the Safe Kids Card. He moonlighted as a trucker at night, hauling everything from Campbell’s Soup to Little Debbie snack cakes.

Hutchins listened to AM radio as he drove and the airwaves were filled that summer with talk surrounding the high-profile trial of a man involved in the kidnapping of a 7-year-old girl in San Diego.

“All the people on the radio shows were talking about if they had only had a better picture of the girl or if she only had better identification maybe it would have helped,” Hutchins said. “It was a hot topic.”

Realizing the many shortcomings of various forms of child identification, Hutchins began working with a software engineer who developed the initial technology that took advantage of the mini CD-ROM format. Hutchins started pitching the product to day care centers, was met with an enthusiastic response, and the Safe Kids Card was launched.

Hutchins started Safe Kids Card with \$700 in cash, all the money he had after returning from a two-year stay in Hawaii, where he worked at an auto parts store and as a tour guide on a walking trail.

There are a multitude of companies that focus on plastic ID cards for children. Unfortunately, it is a format that is outdated and because the plastic ID cards provide only a minimal amount of information, they have proven ineffective in both medical emergencies and in helping law enforcement recover a missing child.

Conversely, the Cross Match fingerprint scanner used by Safe Kids Card to obtain a digital fingerprint is the same used by the FBI and police departments. Also, more than 100 categories of information can be included in a Safe Kids Card. The cost of the card generally ranges between \$13 and \$15.

“Nothing surpasses the quality we can offer as far as biometrics and software development,” Hutchins said. “Our product has already been upgraded five times since its launch and we are the only concept to digitally store biometric fingerprints.”

With an innovative growth strategy and additional service offerings, Safe Kids Card is well positioned, especially since analysts have targeted child-related businesses as one of the country's 13 fastest-growing industries. In 2004, *Entrepreneur* magazine reported that children's products and services ranked as one of its top five overall categories after being barely noticeable in 1980.

With system wide revenue of \$340,000 in 2004, Hutchins is expecting Safe Kids Card to surpass the \$1 million mark in 2005 in only its second full year of franchising. The United States has the potential for 200 to 250 Safe Kids Card franchisees and Hutchins expects to have sold all available territories by the end of 2006.

Among Safe Kids Card's draws for investors is its affordability and ease of operation. It is essentially a turnkey business that can be launched for less than \$15,000 (\$14,900), including all equipment, which consists of a laptop computer pre-installed with proprietary software; a high-quality printer; external CD burner; and supplies, such as the mini-CDs and labels. One or two people generally operate it as a part-time, home-based business.

The rewards can be substantial. The Australian master franchisee for Safe Kids Card recently reached an \$800,000 agreement with ABC Learning Centres, one of Australia's largest childcare providers, to produce more than 80,000 Safe Kids Cards. The Safe Kids Card program is primarily offered to private schools and daycare centers, and is also offered through such outlets as Boys & Girls Clubs, scouting, police-sponsored events and fairs.

"It's been said that children's businesses of any sort are recession-proof," said Hutchins, whose statement is backed by government figures showing what parents spend on their children. According to the United States Department of Agriculture's Consumer Expenditure Survey, the amount of money parents spend on raising a child from infant to age 17 has increased 680 percent in the last 40 years from \$25,000 in 1960 to more than \$170,000 today.

"Our start-up costs are low and Safe Kids Card can be a home-based business. There's not the big stress factor that's associated with bigger concepts," Hutchins said.

“We’re offering a service to people who already have a lot of digital technology in their homes. The problem is that most of them don’t know how to utilize it.”

According to the U.S. Census Bureau, there are 40 million children ages 3-12 living in the United States and Safe Kids Card has involved some of the country’s most well-known companies in an effort to get the Safe Kids Card to as many families as possible.

Companies such as CompUSA, Ford Motor Co., Edward Jones, Sprint and Curves have co-sponsored local events in which Safe Kids Cards are provided to children at no cost. In return, the sponsor’s logo, along with other pertinent information, is printed on the Safe Kids Card.

Co-branding represents a strong avenue for developing and growing a Safe Kids Card business. There are three other options for offering Safe Kids Cards: a) schools and daycare providers can pay for them on their own; b) parents can purchase the cards individually for their children; and c) Safe Kids Cards can be offered as part of a fundraiser, with an organization earning a profit from sales of the cards.

In North Carolina, one Edward Jones office chose to be a sponsor then challenged other locations to take part. None turned down the challenge.

“With co-branding, people who get the Safe Kids Card show it a number of other people throughout the year,” Hutchins said. “It’s a very good association for those companies.”

Investing in a Safe Kids Card franchise is not a single-faceted opportunity. Hutchins offers investors several other options to building their business:

- A Safe Adults Card similar to the Safe Kids Card is offered for older adults and those with medical problems. Also available is a Safe Pets Card, which can provide useful information when pets are missing or need medical treatment. There are more than 100 million dogs and cats in the United States alone. All three concepts are included in the initial investment.
- A “Save Your Medical” computer flash drive will soon be introduced, allowing anyone to access and update their medical information practically whenever and

wherever they want. The flash drive can complement both the Safe Kids and Safe Adults Card and is small enough to be carried in a pocket or on a keychain and can be plugged into any computer with a USB port.

- Safe Kids Card is affiliated with CityAmber.com, a burgeoning online network whose goal is to provide individual neighborhoods in cities across the country with their own informative web sites for news and events in their community. For example, franchisees would promote the program to local realtors, who in turn, would pay to sponsor a web site for their local community. Several franchisees are already involved in marketing the program.

The affiliations and service offerings are representative of Hutchins' goal to stay atop the industry by always offering the latest technology and programs to customers.

"The people we've surrounded ourselves with are pro-active," Hutchins said. "They are always looking for ways to make things better, faster, quicker and more efficient."

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A SAFE KIDS CARD PROVIDES CRITICAL INFORMATION IN EMERGENCY SITUATION

(Powell, WY)---A Safe Kids Card is about the size of a credit card, but it might be a parent's biggest tool in an emergency situation involving a child.

Having a rudimentary plastic ID card in such a situation can be like holding the wrong key to open a locked door. There's so much information inside that could be useful, but there's no way to get to it quickly and easily.

The Safe Kids Card, however, provides a parent or child with every useful tool that could prove beneficial in a medical or emergency situation and it's as simple to use as carrying another card in your purse or wallet.

If a parent were visiting a mall with a child and suddenly that child disappeared, a plastic ID card has limited use for security personnel. While it has a picture of the child, it's likely no larger than a postage stamp. The impact is almost limited only to the person who's holding the card.

"There's no way to print a picture of the child and get it to the media or police," said Jeremiah Hutchins, founder of the Safe Kids Card. "There's nothing they can do except look at the card and the information that's printed on it."

The Safe Kids Card is an actual mini CD-ROM that contains at least three high-quality digital images and a biometric fingerprint of the child along with vital personal and medical information about the child. All the information can be printed or e-mailed quickly from any Windows-compatible computer.

“With the digital photo format, you could print 50 8-by-10 photos and all security personnel could be looking for that child in a matter of minutes,” Hutchins said. “The information could also be quickly e-mailed to the media and police.”

That’s an important consideration, especially given Safe Kids Card’s affiliation with TeamAmberAlert.com, an Internet site that can immediately post information about missing children or adults after authorities verify the validity of a report. Because Team Amber Alert is privately operated, it is not subject to the strict criteria that apply to issuing an alert under the U.S. Department of Justice Amber Alert program.

Experts say that the first 20 minutes of a child’s disappearance is the most critical time to get information out to other law enforcement agencies, the media and the general public. By visiting the Safe Kids Card web site (www.myfamilycd.com) individuals can download a “desktop ticker” that allows the user to receive immediate notification of alerts issued through TeamAmberAlert.com.

“Because we have a direct affiliation with Team Amber Alert, in the case of missing child families can send the digital information on the CD-ROM to Team Amber Alert as soon as authorities verify the report. The information can be posted immediately,” Hutchins said. “The benefits of that are immeasurable.”

Statistics show that approximately every 40 seconds a child is reported missing in the United States. However, less than two percent of children in the United States have ever had their fingerprint taken. Of 87 million kids in our country, less than five percent have an ID card.

“I don’t even know the height and weight of my own kids,” said Hutchins, the father of four girls, including two recently adopted from Russia. “I’ve had parents come up to me and say it’s not going to happen to my kid. But when I ask them if they have a picture of their child on them in case their child walks off, they say, ‘No.’ We live in a

world where it's never going to happen to me. People think we live in a safe world and we don't."

Safe Kids Cards come in two formats, priced at an average cost of \$13 and \$15. Both include three digital photos and a biometric fingerprint. Additional cards are \$5.

The basic format includes medical and personal information, including such things as allergies and emergency contacts. The card does not have to list a phone number or address for parents who don't wish to disclose such information and that option also allows the child to safely carry the card without worry.

The expanded format includes more than 100 informational categories such as blood type, insurance carrier, nickname, identifying scars or birthmarks, even habits such as biting nails. And because many missing-child reports are tied to parental disputes, the Safe Kids Card can include information such as the make, model, color and license plate of the automobiles of non-custodial parents.

"You want to make any information available to the police as soon as possible in an emergency situation or worst-case scenario," said Hutchins, whose company also offers a Safe Adults Card and Safe Pets Card.

Being able to access vital information is critical, especially the medical information that is stored and can be accessed almost immediately in case of an emergency. The Safe Kids Card can be given to hospital staff to review medical conditions, allergies, doctor's information and insurance information. How important is it? Six years ago, an Institute of Medicine report found that as many as 98,000 people die each year as a result of medical errors.

"The information is important because children take different medications," Hutchins said. "Doctors need to know if children might be allergic to something or if they're taking a specific drug."

Safe Kids Card will soon introduce a "Save Your Medical" computer flash drive, allowing anyone with a computer to access and update their medical information whenever and wherever they want. The flash drive can complement both the Safe Kids

Card and Safe Adults Card and is small enough to be carried in a pocket or on a keychain and can be plugged into any computer with a USB port.

The “Save Your Medical” flash drive – which is basically a portable computer storage device - can include such things as vision, dental and surgical records, even a patient’s CAT scan results. If a person were involved in an auto accident, the Safe Kids or Safe Adult Card would contain a printed reference to the flash drive, which could be attached to a keychain.

“They will work hand-in-hand with each other,” Hutchins said.

Safe Kids Cards can be also upgraded at no additional cost with either a video clip of a child or a document with any additional information. Each can be done only one time. Parents are encouraged to replace their child’s Safe Kids Card every six months or every year. Some parents have purchased as many as 11 Safe Kids Cards for one child. It’s also recommended that cards be left with babysitters or day-care facilities where a child might be enrolled.

After a card is made, Safe Kids Card returns the questionnaire to parents. No information is stored or saved within the Safe Kids Card system.

“People don’t want the Big Brother aspect. That’s why we do not keep any data files,” Hutchins said. “We’re simply taking the information and using our equipment to put it on a format that’s easy to understand anywhere in the world. Then we give it all back to you.”

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Key Personnel: **Corrine Hutchins**, President and Chief Executive Officer
Jeremiah Hutchins, Founder/CEO
Justin Krall, Director of Information Technology

Concept: The Safe Kids Card is a state-of-the-art, all-in-one identification card. The card is an actual mini CD-ROM that is slightly larger than a credit card and can easily be carried in a wallet, purse or pocket. The card contains three high-quality digital photographs of the child, a biometric fingerprint and all personal and medical information that the parent would like included. In the event of an emergency, multiple color photos and all necessary information can be easily accessed and either printed or e-mailed from any Windows-compatible computer. Additional documents and even a video clip can be added to the CD-ROM.

Market Position: Safe Kids Card was the first franchised concept to provide child identification cards using the mini CD-ROM format. There are other franchised and mom-and-pop competitors in the industry, but most focus on outdated plastic ID cards that carry a minimal amount of medical information and have also proven ineffective in helping law enforcement recover a missing child. Safe Kids Card is also the only one to feature a digitally stored biometric fingerprint, utilizing the same technology used by the FBI and police departments.

The Safe Kids Card program is primarily offered to private schools and daycare centers, but can also be offered at such venues as Boys and Girls Clubs, police-sponsored events and fairs.

Additional services include a Safe Adults Card that is similar to the Safe Kids Card and targeted to older adults and those with medical problems. A Safe Pets Card provides useful information when pets are missing or need medical treatment. Also being introduced is a "Save Your Medical" portable computer flash drive that can be carried on a keychain or in a purse. It can hold comprehensive medical information that can be updated at any time by accessing

any computer with a USB port.

Safe Kids Card is also affiliated with CityAmber.com, an online network providing individual neighborhoods across the country their own web site for news and community events. Local realtors, for example, would pay a fee to sponsor a web site for their local community.

Historical Data: Founder Jeremiah Hutchins conceived the idea for the Safe Kids Card as he moonlighted as a truck driver in California in summer 2002. He was an avid listener of talk radio and one of the topics that summer was the high-profile trial of a man involved in the kidnapping of a 7-year-old San Diego girl.

Hutchins was already involved in producing digital business cards and he realized the same technology could be used in offering more effective ID cards for children. The company was launched in August 2002 and Safe Kids Card, Inc. began franchising in March 2003. Within nine months, Safe Kids Card had 15 franchises in operation across the country.

Growth Projections:

Less than two years after it began franchising, Safe Kids Card has 45 franchisees in 19 states and the District of Columbia along with master franchisees in Canada, Australia and Ireland. Projections call for more than 100 franchises to be granted by the end of 2005. The United States has the capacity for 200 to 250 franchises and all are expected to be sold by the end of 2006.

Safe Kids Card had system wide revenues of \$340,000 in 2004 and is expected to surpass \$1 million in 2005.

Franchise Facts: Safe Kids Card is essentially a turnkey business, with an estimated total investment of \$14,900, which is the lowest in the industry. The package includes a laptop computer preinstalled with proprietary software, high-quality printer, external CD burner and supplies. Two packages can be purchased for \$18,900.

Royalties are \$75 per month after the third month. All supplies must be purchased through Safe Kids Card, Inc. One or two people generally operate it as a part-time, home-based business, although Safe Kids Card has two franchisees with storefront operations.

Training and Support:

A comprehensive two-day training program is included in the initial investment cost and encompasses all facets of operations and sales. Training takes place in Victorville, Calif. Ongoing technical support and a franchisee intranet are also provided.

Community Involvement:

A number of Safe Kids Card franchisees are involved in donating free cards to charitable organizations and events, including donations of cards to low-income families on National Missing Kids Day.

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TOP CHILD SAFETY COMPANY OFFERS EIGHT RULES TO KEEP KIDS SAFE

(Powell, WY)---Taking the time to talk with your children about safety is a task that no parent should overlook. Every child should learn these eight rules for safety:

1. I always check first with my parents or the person in charge before I go anywhere or get into a car, even with someone I know.
2. I always check first with my parents or a trusted adult before I accept anything from anyone, even from someone I know.
3. I always take a friend with me when I go places or play outside.
4. I know my name, address, telephone number and my parents' names.
5. I say "no" if someone tries to touch me or treat me in a way that makes me feel scared, uncomfortable or confused.
6. I know that I can tell my parents or a trusted adult if I feel scared, uncomfortable or confused.

7. It's OK to say "NO" and I know that there will always be someone who can help me.
8. I am strong, smart and have the right to be safe.

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