



- FOR IMMEDIATE RELEASE

In the Spirit of Halloween, AAA and ME911 Expand their Child Safety Initiatives with Fingerprinting Drives at Select AAA Stores

SAN FRANCISCO, CA – October 15, 2009 – AAA Northern California and ME911, a premier provider of 24/7 emergency response services for families, expand their child safety initiatives this Halloween with fingerprinting drives at select AAA stores.

The program is specifically designed to provide parents and guardians with resourceful tools to ensure the safety of their children along with some trick-or-treating fun for the kids, a chance to learn safety tips and win cool prizes.

Event details and select AAA locations include:

October 17, from 10:00 am to 3:00 pm:

- AAA Hayward: 1580 Chabot Ct, Hayward, CA 94545
- AAA Grass Valley: 113 Dorsey Dr, Grass Valley, CA 95945
- AAA San Jose *(10:00 am – 2:00 pm): 5340 Thornwood Dr, San Jose, CA 95123

Within minutes, participating parents and guardians will receive a detailed child profile from ME911 with forensic-quality fingerprints, digital photo, and two wallet-size child I.D. cards that they can carry with them at all times. When needed in a missing person's investigation, this can then be handed over to law enforcement officials anywhere in the world. Every second counts when a child goes missing and this document helps save precious time.

"We continue to Partner with AAA on these imperative family safety initiatives – this time elevating safety along with fun in the spirit of Halloween," said Clarence Wesley, Chief Executive Officer, ME911. "Parents and their kids can stop by to enhance their kid's safety with a digital child ID from ME911 and have a little fun. We look forward to seeing you there – Boo!"

Leading up to these events, parents can also text "ME911" to 74700 for a chance to win exciting prizes from AAA including attraction tickets and bicycles and safety helmets. AAA members will also receive an exclusive discount on ME911's Premium Emergency Response Membership services.

For more information please visit www.ME911.com.

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www.ME911.com

About AAA

As North America's largest motoring and leisure travel organization, AAA provides more than 51 million members with travel, insurance, financial and automotive-related services. Since its founding in 1902, AAA has been a leader and advocate for the safety and security of all travelers. AAA clubs can be visited on the internet at www.AAA.com.

About ME911

ME911 is an innovative company offering emergency response membership services for families. In the event of personal emergency or a disaster, members have access to a 24/7 Personal Crisis Assistant including the ability to send instant alerts to loved ones with just one phone call. ME911 also provides an online 'vault' to store an emergency profile, vital health information, phone numbers, insurance or loan documents, birth certificates, etc. that can be made available when needed most. For more information please visit www.ME911.com.

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