

## Leading Law Enforcement Industry Associations Partner with AMBER Ready to Promote New Child Safety Technology

By Amber Ready

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ROCKAWAY, N.J., May 20 /PRNewswire/ -- AMBER Ready, Inc. today announced that its *AMBER Ready II* Child Safety Initiative has won the endorsement of the Federal Law Enforcement Officers Association (FLEOA) and the National Organization of Black Law Enforcement Executives (NOBLE), which are now partnering with the Company to increase awareness and adoption of AMBER Ready's new child safety technology by parents, child guardians and local law enforcement in communities across the nation.

At a press conference held last Thursday in Washington, D.C., Jon Adler, National President of FLEOA, stated, "In law enforcement, protecting our most precious assets, our children, remains our top priority. Each year, FLEOA hosts child safety events across our country during the week of Missing Children's Day: May 25, 2009. We are encouraged by AMBER Ready's software/product, and we look forward to partnering with the Company. With the benefit of AMBER Ready's technology, we in law enforcement will be better equipped to investigate and more quickly locate children who are reported missing."

AMBER Ready is working to empower parents nationwide with the tools necessary to significantly reduce the lapse of time between when a child is determined missing and when an AMBER Alert is triggered by local law enforcement. The *AMBER Ready Program* enables parents or guardians with children under the age of 18 to upload their children's pre-configured *AMBER Ready Profile* in their personal wireless multimedia phone. By having a child "AMBER Ready," parents and guardians can ensure that local law enforcement has the ability to *instantly initiate* a 'Be-On-the-Lookout' (BOLO), Missing Person Alert and/or an AMBER Alert using the child's identification information 'locked and loaded' in the parent's phone.

FLEOA is the largest nonpartisan, professional association representing federal law enforcement officers. FLEOA represents more than 25,000 federal agents from over 65 different law enforcement agencies. FLEOA is a member of the National Law Enforcement Steering Committee and the Executive Board of the National Law Enforcement Officers Memorial.

Joseph McMillan, National President of NOBLE, noted, "NOBLE is very pleased to support the national launch of the *AMBER Ready II Child Safety Initiative*. With AMBER Ready's technology, law enforcement is much better prepared to respond rapidly and effectively to a missing child report, saving potentially hours of unnecessary delay in triggering a crucial alert that can help lead to the safe recovery of a child."

Since its inception in 1976, NOBLE's membership has grown to over 3,000 law enforcement professionals, who have organized 60 chapters. Through these chapters, NOBLE promotes a holistic community-wide approach to the reduction of crime and delinquency through various community outreach programs. NOBLE is committed to conducting research and sponsoring programs that lead to the formation of policies and procedures to improve the delivery of law enforcement. It accomplishes this through its programmatic, technical assistance and consultation services to numerous law enforcement personnel and others. Research and programmatic areas include racial and religious violence and harassment, community-oriented policing and family violence.

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