



**National Emergency Preparedness Week: May 4-10
iMobile Software Should Be Your 'First Alert'**

FOR IMMEDIATE RELEASE

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(Vancouver, BC) Canadians are expected to take care of themselves for at least the first 72 hours after an emergency, yet most are not prepared to be self-sufficient for *any* length of time. Public Safety Canada is launching its national 'Emergency Preparedness Week' campaign from May 4-10, 2008, encouraging families and communities to increase their awareness and prepare emergency kits and plans. iMobile Software Ltd.'s **The First Alert** communication system should be an integral part of this plan.

Imagine the following situations: a catastrophic earthquake with a magnitude of 9.0 is expected to hit Vancouver; a treacherous winter storm warning is in effect causing a series of road closures and possible avalanches; a bomb threat has been delivered to 3 major sky train stations. The public must be warned of, and guided through, these emergency situations **in a timely manner**.

Currently, radio and television are used to inform the masses of threatening situations and, although effective, this approach is reactive and targets the stationary. In today's economy, everyone is constantly on the run. The First Alert—a one-on-one revolutionary, emergency communication platform that alerts affected people of danger before, during, and after a crisis—fills this communication gap. The First Alert can reach every single individual and will exhaust all means before halting efforts. Subscribers simply go online, create a user account, and use their membership login to manage their contact information.

Recognizing that cost is a significant factor, iMobile Software Ltd. ensures that everyone can afford The First Alert. "Safety applies to all and must transcend all barriers. So, we have created a system that is free for government emergency organizations and schools to implement and send messages; and, it's cost effective for the public to subscribe," says Mazen Adas, CEO and Co-founder of iMobile Software Ltd. The First Alert costs \$0.03 per day, which is less than 1 dollar a month!

Different formats also allow everyone to receive warning messages prior to emergency events and safety instructions during and after the events via mobile phone, blackberry, pager, instant messaging, email, fax, and/or land line. "We have made The First Alert extremely user friendly, accessible, and affordable. With the rising threats of terrorist attacks and natural disasters due to global warming, Canadians need to be proactive and get prepared today," says Daniel Wong, Business Manager and Co-founder of iMobile Software Ltd.

The First Alert is currently available to all Canadians. To subscribe to, or for more information about, The First Alert go to www.thefirstalert.ca or phone 604.676.1037.

iMobile Software Ltd. is a global leader in wireless technology and the only Canadian company that provides instant notification to the public before, during, and after a crisis. With established connections in Europe, Asia, India, and China, iMobile Software Ltd. provides robust, yet affordable solutions. For more information about iMobile Software Ltd. go to www.imobileltd.com.

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