



PRESS RELEASE

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Awareity, Inc. Launches Redesigned Website and Lessons Learned Blog

Awareity's enhanced website provides critical resources and updated information for those who are responsible for school safety, risk management, emergency management, information security, compliance and human resources.

Lincoln, NE –

Awareity, a leading provider of connecting the dots and CYA services, announced today the launch of its new website at <http://www.awareity.com>. The redesigned website provides invaluable resources for Awareity's clients and prospects, as well as professionals across numerous sectors – education, government, finance and healthcare.

The Awareity site offers a clean and simplified design and connects visitors with social network links, free resources and easy-to-use navigational features. Visitors can visit the Lessons Learned Blog, request an online demonstration of Awareity's critically needed services, schedule a free CYA Consultation with an Awareity representative, sign up for a free 30 day trial of Awareity's tools or review Awareity's slideshows highlighting some of today's biggest risks and challenges. Awareity also provides a free Savings and Return on Investment calculator that prospects and clients can utilize to calculate their ROI using Awareity's MOAT (Managed Ongoing Awareness and Trust) and TIPS (Threat Assessment, Incident Management and Prevention Services) tools.

"We are excited about the new design of our website and hope to provide a valuable resource visitors will continue to access on an ongoing basis," said Katie Weaver, Director of Marketing and Client Support for Awareity. *"The updated website will help our clients and prospects stay informed on the latest ways they can save time, money, resources and even lives."*

Awareity has also launched a Referral Program for their Alliance Partners and clients. Alliance Partners can earn residual revenues and clients can earn credits for Awareity's services by referring other colleagues and organizations to take advantage of Awareity's unique and innovative services.

Awareity's Lessons Learned Blog provides visitors with valuable insights using real world news stories to show how status quo and outdated methodologies can lead to expensive and embarrassing incidents. Lessons learned are only valuable if they are implemented and the Lessons Learned Blog helps visitors become more familiar with innovative and visionary ideas.

About Awareity

Awareity delivers holistic solutions based on lessons learned and real world incidents helping organizational leaders to more effectively connect the dots, significantly reduce costs, prevent incidents from happening, respond to incidents more efficiently and improve ongoing CYA. Awareity's solutions automate traditional, manually intensive and expensive methodologies to help organizations more effectively keep up with mounting compliance, security, privacy, safety, risk management, preparedness, response, recovery, training and documentation efforts.

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