

Media Kit
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Applied Mitigation Offers Crisis Preparedness For Affluent Families Under AllSecure Global Brand

FOR IMMEDIATE RELEASE

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Applied Mitigation will offer its concierge-type emergency and disaster preparedness services designed for ultra-affluent individuals and families worldwide through its AllSecure Global division.

In response to its ever expanding service offerings, Applied Mitigation Sciences will begin providing its AllSecure Premier service under the AllSecure Global brand name. According to Roy Edwards, President of Applied Mitigation Sciences, “This new dedicated division will allow us to provide even more resources and an even higher level of service to our clients with one goal in mind – to keep them and their families safe and secure.”

Mr. Edwards added, “AllSecure Premier provides a concierge-like level of personal services to clients. Our Premier Services are customized for each individual client according to their unique circumstances.” “Our services fit our client’s needs and lifestyles like a bespoke suit or a couture dress – the level of attention to detail and individual fit have no equal.”

In addition to customized preparedness services, each AllSecure Premier client is assigned their own Client Service Specialist who provides ongoing support and service to the client. “The Client Service Specialist gets to know the client and their needs and are available 24-7 to make sure that the client has all that they need to be prepared in the event of a crisis, disaster or catastrophe” added Mr. Edwards. “Being an AllSecure Premier client is very special - it really is all about the level of service and the expertise that the client receives.”

A typical AllSecure Premier client owns multiple residences around the world, already utilizes personal security services and frequently travels by private jet or yacht. However, due to their unique circumstances, the solutions provided through AllSecure Premier are individually customized. Mr. Edwards stated, “A client in South Africa has a different set of concerns than a client in India. Likewise, a client that lives in London or New York will be provisioned differently than one in Israel.” “We take everything into account – our clients find their level of preparedness to be very comforting in these increasingly uncertain times.”

About Applied Mitigation Sciences, LLC and AllSecure Global, LLC

Applied Mitigation Sciences emergency response and other crisis mitigation services worldwide. Through its AllSecure Global division, it provides custom emergency preparedness and lifestyle preservation solutions to high net worth families and high profile individuals worldwide to protect them against terrorism, natural and manmade disasters, and social instability.

AllSecure Global’s offerings include customized preparedness services, evacuation services, college/exchange student preparation, expatriate services, safe house programs, executive services, yacht and jet preparation, and many other specialized services.

AllSecure Global also provides its clients with behavioral training which allows the client to adopt a “survivor’s mentality” should a catastrophic event occur. As a result of this training, the client knows what to do, how to do it, and when to do it. Research has shown that this “survivor’s mentality” often is the difference between life and death in a given situation.

All of AllSecure Global’s offerings are “turn key” and all necessary equipment and supplies are provided. AllSecure Global provides its services worldwide and has seen a large increase in demand in Asia, the Middle East, South America and Russia. Its services are discrete and confidential and are designed to provide safety and security without drawing unwelcome attention.

AllSecure Global utilizes proprietary methodologies that take into account where a client lives, what threats they face and the associated probabilities, resources available to the client, unique circumstances and situations, as well as numerous other customized decision factors.

"Our clients are prepared to survive for months on their own, if necessary, because if the situation is bad enough, they know it can take a long time for help to come, if it comes at all," stated Mr. Edwards.

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AllSecure Global is dedicated to increasing the preparedness of its clients and their families for natural and man-made disasters, terrorist attacks and social disorder through education, preparation and training. More information can be found at www.allsecureglobal.com or by contacting Roy Edwards at 202-713-9350.

Fact Sheet/Frequently Asked Questions

What does AllSecure Global do?

AllSecure Global provides confidential, risk-based emergency preparedness and lifestyle preservation solutions to a very limited number of high net worth individuals and families worldwide. The company helps clients protect themselves and their families against terrorism, natural and man-made disasters, economic crisis, social unrest and disorder, pandemic flu, nuclear/biological/chemical events, and other threats.

Is AllSecure Global a traditional security company?

AllSecure Global is not a traditional security company. In fact, the company's services are usually layered on top of a client's regular security arrangements. One common element, however, is that AllSecure Global clients usually have a keen awareness of safety and security.

AllSecure Global provides services to clients who want the very best to protect themselves and their families. Clients who know that the time to act is now, before the unthinkable occurs.

What type of services are provided by AllSecure Global?

AllSecure Global's services are specifically tailored to address the needs of the high net worth individual and family. The company provide clients with state of the art contingency planning, disaster preparedness, incident management, and basic survival training. Clients are prepared to survive on their own for 6 months or more in the event of a catastrophic event. All contingencies are taken into account and all necessary equipment and supplies are provided. Everything is "turn key". Nothing to chance.

AllSecure Global also provide instruction and training that will hone client's "survival attitude", enabling them to react quickly and appropriately to a given crisis or emergency situation. AllSecure Global's goal is to have clients "prepared not scared".

Is there a typical AllSecure Global client?

A typical AllSecure Global client owns multiple residences around the world, already utilizes personal security services and frequently travels by private jet or yacht. However, due to their unique circumstances, the solutions provided through AllSecure Global are individually customized.

For example, AllSecure Global has found that a client in South Africa has a different set of concerns than a client in India. Likewise, a client that lives in London or New York will be provisioned differently than one in Israel. However, no matter what a client's individual circumstances may be, AllSecure Global takes everything into account and the client will find that their level of preparedness will be very comforting in these increasingly uncertain times.

What types of persons become AllSecure Global clients?.

Many of AllSecure Global’s clients are high-ranking, well-connected government officials or are well-known national media personalities - people in a position to know the real extent of the threats we face. They have all worked with AllSecure Global to make certain that they are prepared for what they feel will inevitably happen. They know the dangers we face first hand and have taken action - action to insure the safety and security of themselves and their families. They know the risks and want the best.

AllSecure Global’s client list includes ultra-high net worth individuals, entrepreneurs, film and television personalities, sports stars, entertainers, military officers, government officials, diplomats, corporate executives, and family offices.

Whether a client is interested in AllSecure Global’s evacuation services, safe house program, college student preparation services, expatriate services, yacht or jet preparation services, or one of AllSecure Global’s many other personalized offerings, AllSecure Global can provide them with the ultimate luxury - the luxury of safety and security.

What level of service is provided to clients?

AllSecure Global provides clients with a concierge-like level of personal service and support. The company’s services are customized for each client according to their unique circumstances, needs, and desires. AllSecure Global’s services fit each client’s needs and lifestyle like a bespoke suit or a couture dress – the level of attention to detail and individual fit have no equal.

In addition to customized preparedness services, each AllSecure Global client is assigned their own Client Service Specialist who provides ongoing support and service to the client. The Client Service Specialist gets to know the client and their situation and is available 24-7 to make sure that the client has all that they need to be prepared in the event of a crisis, disaster or catastrophe. Being an AllSecure Global client is very special - it really is all about the level of service and the expertise that they receive.

What is AllSecure Global’s main goal for its clients?

In short, AllSecure Global’s main goal is to keep its clients and their families alive and well-off in the event of a disaster or catastrophic event, whether manmade or natural. AllSecure Global takes into account the specific requirements of the client, their family members, their assets and their location, cultural preferences and hundreds of other decision points to give them a customized preparedness and lifestyle preservation solution.

Examples of Services Performed for Clients

By availing themselves of AllSecure Global's preparedness services and training:

- A client was able to successfully locate two orphans who were scheduled to be adopted by the client but whose orphanage was destroyed in the recent earthquake, facilitating a happy reunion and repatriation to the United States.
- Several clients along the American Gulf Coast were able to successfully relocate to their safe houses before Hurricane Katrina struck. Their families comfortably weathered the storm with minimal disruption to their lifestyle and assets.
- Clients in California were able to shelter in place during the recent wildfires with no loss of life and minor damage to their physical property.
- Clients in Israel immediately evacuated to their underground shelter facilities and were safe during the 2006 crisis in the Middle East. They were prepared to shelter in place until the crisis ended.
- Clients in South Korea are prepared for the possibility of a nuclear attack by North Korea. Their bomb-proof retreats are provisioned for sheltering in place for up to six months or more.
- Clients in New York City are prepared for further terrorist attacks, including the possible use of dirty bombs. Their crisis plans contemplate how their families will survive and reunite.
- A Middle Eastern client's daughter, who attends school in California, is prepared should a crisis occur while she is at school, such as a major earthquake or a terror attack. The father says that he "sleeps easier at night" knowing that his daughter is prepared and safer.
- Many clients across the globe have implemented swine-flu pandemic plans. They are prepared should widespread panic and deaths occur and if food, water and medicine supplies become scarce.

These are but a few of the example of AllSecure Premier in action around the world today helping clients prepare for and survive disasters and crisis situations.