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For Immediate Release

SafetyCare Opens Emergency Response Center To Offer Enhanced Safety and Security Services

Company Converts Former Pretzel Factory into State-of-the-Art Facility

MUHLENBERG, P.A. – September 20, 2007 – In the early 20th century, 2503 Kutztown Road was known throughout the greater Reading area for the aroma of baking pretzels. Today, the former pretzel factory officially stepped into the 21st century, as SafetyCare opened its national emergency response center within the sturdy brick walls.

Unlike traditional security monitoring companies, the SafetyCare Response Center is staffed by Life & Safety Emergency Medical Technicians who have the experience to handle a myriad of emergency situations and safeguard the welfare of customers, from age 1 to 100.

Besides providing 24-hour safety and security monitoring for homes and businesses, SafetyCare handles emergency signals from wireless emergency call systems installed at assisted living facilities, school and campus buildings, hospitals and other facilities. The wireless devices, often in the form of a bracelet or pendant, can also track customers' whereabouts in a facility in the case of an emergency.

“SafetyCare adds an extra layer of care and protection for all its customers, whether they are living in an assisted living residence, live at home, live at college or are staying in a hospital,” said Michael Bodnar, general manager of SafetyCare. “It is a level of protection that others don’t have the ability to provide.”

Today’s ribbon-cutting ceremony included elected officials and other local dignitaries, who toured the state-of-the-art facilities, met with off-duty Life & Safety EMTs and witnessed demonstrations of typical emergency calls. Attendees were shown the SafetyCare technology and learned how it will revolutionize the safety and security monitoring industry.

The event was the culmination of two years of hard work in which SafetyCare’s specialized technology was transported from Hackensack, N.J. and wired through a building that wasn’t originally designed for a personal computer, much less a fiber-optic network and mainframe. Company officials invested \$2 million to rehabilitate the 8,000-square-foot building and ensure that SafetyCare’s technology surpasses modern-day requirements for a central monitoring station.

“There were many locations in which we could have built the SafetyCare headquarters, but it was important for us to be headquartered in the greater Reading area,” said Bodnar, noting the company owners, Jack and Rosemary Gulati, are local residents who have proudly owned area businesses for decades.

SafetyCare offers more services to its customers at a price similar to less-comprehensive products on the market, rendering the competition virtually obsolete. For more information, please log on to www.SafetyCare.net

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