FOR IMMEDIATE RELEASE

New GeoSure Global app provides up-to-the-minute travel safety information in the palm of your hand.

Monitor threat temperatures anywhere in the world: know when to walk or take a cab. when to leave at dusk or linger for a glass of wine. Today's travelers can be empowered with GeoSure.

New York City, September 18, 2014 - It's a beautiful world. It's a treacherous world. Both facts are equally true. So how can travel – for business, for pleasure, for study – focus on the good, and steer clear of the bad? Today's state-of-the-art answer is *GeoSure Global,* a new application designed under the leadership of Michael Becker, investor, entrepreneur and adventurer, and big data scientist, Dr. Donald Pardew, a thought leader in statistical risk modeling.

GeoSure Global balances the need or desire to travel with a personalized, analytically modeled assessment of safety and security in all the world's travel zones. Its precision helps assure that travel adventures are the adventures one wants.

Today's premier travel-risk assessment tool, the *GeoSure* app is unique in its ability to provide ultra-accurate and ultra-timely safety related advisories to travelers and travel-planners worldwide. Using sophisticated *predictive analytics*, GeoSure derives its exclusive "Threat Temperature" risk scores to quantify travel vulnerability anywhere in the world. It's an instant, powerful, and highly personalized tool that is further enhanced by crowd-sourced updates from *GeoSure*'s community of global travelers and users.

Utilizing up-to-the-minute data drawn from hundreds of sources, including narrative data sources and shared intelligence from its own global community, *GeoSure* delivers vital travel information based on data and predictive analytic methodologies not available to most travelers. Sources include CDC, WHO, United Nations, State Department, Interpol, and data from many national and local authorities and updated global threat statistics. Virtually real-time reporting can include:

- Cultural, economic or geopolitical conditions that predict overall threats
- Political rallies that signal trouble or the absence of trouble
- Human rights violations
- Environmental contamination and cyber threats
- Conditions unfavorable to women (existing and emerging)
- Incidence of thefts and physical threats
- Local conditions that are attractive to visitors
- User reported "all-clears" in any travel zone

GeoSure is equivalent to having a personal staff of travel safety resources around the world, reporting insights 24/7/365.

The company's data collection and statistical analysis engine continually tracks and analyzes the vast and ever-changing landscape of information about threat conditions and vulnerabilities the world over. The proprietary risk algorithms are enhanced with constant input from members of the GeoSure community, who receive reward points for filing first-hand reports. Awareness of threats -- or conditions safer than expected -- enables and empowers travelers. With good information, travelers can avoid trouble spots, take steps to reduce vulnerability, and make optimal travel and destination choices.

Currently offered free, the basic app is available for download on the iTunes App Store, and is in development for Android devices. Coming soon will be a higher level of functionality such as personalized travel advisories, made posible by cutting-edge monitoring of narrative data sources around the world. The company website, www.geosureglobal.com, provides details of product scope and functionality to markets including global travel & tourism, study abroad programs, human rights and womens rights organizations, insurance, financial service organizations and others.

An Expanding Business in a Shrinking World

At the recent annual convention of the Global Business Travel Association, two topics were high on the agenda: the surge in international business travel – expected to rise about 7% this year to $1.18 trillion – and the complex safety and security issues that derive as growing numbers of employees are deployed to diverse global locations. Travel management is a growing concern for corporations due to significant liability issues; in some countries, criminal penalties apply for not maintaining 'duty of care' standards for employees who travel within and across borders.

CEO Michael Becker, mountaineer and adventurer, Fellow of the Royal Geographical Society London, cites the company's sophisticated analytics engine, data collection and processing capabilities combined with its own travel community feedback as strong points of differentiation between *GeoSure* and other safety monitors in the marketplace. In his words, "Our goal is to empower the global travel community with timely, precise and granular information made possible through advanced technologies to help ensure optimal travel experiences. We see the *GeoSure* app as essential to confident, informed travel, and considered as important as one's passport, wallet or mobile device."

GeoSure's proprietary stance is summarized by:
- Personalized and contextualized for the user
- Hundreds of evaluated information sources, up-to-the minute data
- Simple, accurate ease of use for professional and individual travelers
- A rapidly growing community of helpful users
- State-of-the-art predictive analytics
- Rapidly evolving new features and products

GeoSure's stated mission is: ***"To build a close knit community of users helping to enable travelers and mobile users everywhere be better informed and more aware; to give greater confidence of their surroundings and expectations of safety; to encourage travel to all destinations, including those less familiar. To help make the world a safer place."***

For individual travelers, from the casual vacationer to the passionate adventure seeker, *GeoSure* provides a more detailed and higher level of safety assurance than ever before available.

For travel planners, *GeoSure* presents an important new professional resource that offers a valuable competitive edge in assuring their clients' comfort and safety. GeoSure's goal is to achieve a 'double bottom line' with a social and economic development element to our mission - as tourism is an increasingly vital sector of the economies of many developing and smaller nations and regions around the world. ***GeoSure's goal is to encourage travel to all markets, including destinations that may be less familiar or incorrectly considered less secure because of incorrect, unavailable or less reliable information, or simply because of geographical proximity to a destination with recently reported bad news.***

For investors, *GeoSure* presents an exciting opportunity to profit from a proprietary technology and business model, in a burgeoning travel industry that is poised for significant growth. By 2017, total airline passenger numbers are expected to rise to 3.91 billion—an increase of 930 million passengers over the 2.98 billion carried in 2012.

About GeoSure Global:
GeoSure Global is a new application designed to assist travelers by providing quantifiable, personalized travel security information through their mobile devices. Data feeds from global sources fuel proprietary risk algorithms, delivering powerful threat temperatures (risk scores) to assess relative vulnerability anywhere in the world, down to the neighborhood level, on a real-time basis. Essential to the world traveler, GeoSure responds to the critical safety needs of business, holiday and educational travelers. By democratizing relevant worldwide information, travel decisions to all destinations, including those in transition or less familiar can be optimized. New York City based, GeoSure launched in 2014 and is downloadable on the Apple App Store. For more information please call 917.592.9458 or visit the company's website: www.geosureglobal.com.

GeoSure Global. Leave the Risk. Take the Adventure.

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