

Securus, Inc. Launches its Newest GPS-Based Pet Protection System, SpotLITE

SpotLITE is quick, accurate, affordable, and includes 24/7 recovery services provided by the American Kennel Club Companion Animal Recovery Corp.

CARY, NC (September 30, 2010) – Securus, Inc. and the American Kennel Club Companion Animal Recovery Corp. (AKC CAR), today announce the general availability of their newest pet protection system, SpotLITE GPS Pet Locator. Securus' GPS pet protection systems are the only products that combine GPS tracking technology with the 24/7 AKC CAR recovery service, paving the way home for the millions of pets that go missing each year. The SpotLITE system has all of the critical functions of Securus' award-winning SpotLight GPS locator combined with a streamlined design that will be offered at a significantly reduced retail price.

"Our mission is simple: provide the market with products and services to reduce the number of lost pets. Securus has had tremendous success with our flagship product, SpotLight. With an estimate of one-third of all dogs going missing at least once in their lifetime, we wanted to augment our product line with a lower priced option to make sure that everyone can afford to protect their pet with a Securus GPS locator system," said Chris Newton, CEO of Securus. "Through our partnership with AKC CAR, we are able to offer owners a simple solution that gives them peace of mind knowing that their dogs are safe at home or, should they escape, be quickly returned."

"AKC CAR is dedicated to identifying pets and returning lost pets to their owner," said Tom Sharp, CEO of AKC CAR. "Securus' technology brings pets home faster, and this new device will be accessible to more pet owners. We are very excited about SpotLITE and know that responsible pet owners across the country will appreciate its clean design and robust service."

SpotLITE customers also receive a lifetime enrollment in AKC CAR, which includes a collar tag with unique ID number. Fitting securely on the dog's collar, SpotLITE is compact and durable and "senses" when the dog leaves the configurable boundary, dubbed a SafeSpot. Upon escape, SpotLITE alerts the owner via text message, email or both. To ensure immediate recovery, the owner then receives the dog's real-time location and turn-by-turn directions to the dog. In addition, the AKC CAR recovery team is "on call" and available around the clock for hands-on assistance to assist with the tracking and recovery. SpotLITE comes equipped with a "rescue" button so that if the pet is found, a Good Samaritan can notify the owner and AKC CAR.

SpotLITE features include:

- Complete access to the website enabled software with easy set up
- Simple set up: create virtual boundaries or "Safe Spots" by clicking on a satellite image
- Small and lightweight: 2.1 oz water-resistant device securely attaches to dog's collar
- Long lasting, rechargeable battery for hassle-free protection and safety around the clock
- Rescue button connects lost dog with AKC CAR's Recovery Team and the owner
- Unique AKC CAR collar tag identification
- AKC CAR Recovery: 24 hours a day, 7 days a week, 365 days a year

To learn more or to purchase SpotLITE, please visit www.SpotLiteGPS.com.

About Securus:

Securus is focused on deploying GPS-enabled solutions for the Safety and Security market. Securus has developed a complete GPS technology platform, "GPS as a Service", enabling the Company and its market partners to deliver tailored GPS hardware and software solutions specifically designed for each vertical. Securus' strategy is to partner with leading companies in each vertical market with domain expertise and ready market access ensuring best-of-class solutions and rapid market growth. Securus has launched products for the pet market in partnership with American Kennel Club Companion Animal Recovery and will announce new products and partnerships for additional markets in the coming months. Visit Securus at www.SecurusGPS.com.

About American Kennel Club Companion Animal Recovery:

Microchips. Recovery. Giving Back.

AKC CAR, an affiliate of the American Kennel Club® and a 501(c)(3) not-for-profit organization, is the largest non-profit pet recovery service provider in North America. Established in 1995 with the mission of helping pet owners reunite with their lost animals via identification and 24/7 recovery coordinators, the organization has enrolled over 4 million companion animals and recovered over 380,000 lost pets. In 2007, AKC CAR introduced the AKC CAR ID System™ microchip. The AKC CAR ID System™ consists of microchips, scanners, and prepaid enrollments.

AKC CAR makes donations annually for veterinary student scholarships, grants for search and rescue teams and donations for natural disaster relief. In addition, AKC CAR offers free lifetime enrollment for all active service, military, and law enforcement K-9s.

For more information visit www.akccar.org, call 1-800-252-7894 or email spotlightgps@akccar.org.

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