

Consumers Have a Powerful New Travel Resource Thanks to *The Safe Traveler* Launch

New website providing single-source travel safety, cultural and destination information makes travel planning easier, safer and more convenient for consumers.

For Immediate Release:

(St. Petersburg, FL March 16, 2007) Leisure and business travelers, students and the general public now have access to a level of comprehensive travel safety, destination and cultural information previously reserved for elite travelers and multinational corporations. Thanks to the St. Petersburg, Florida based company, The Safe Traveler, and their new website www.SafeTraveler.com, the traveling public can access an unprecedented level of incisive travel and destination information.

The company draws on an unmatched network of intelligence sources and a proprietary system of data sorting and information evaluation to provide travel alerts and background information on over 200 countries.

In addition to destination information and travel advice designed to improve traveler safety, the company works in partnership with iJET[®] from Annapolis, Maryland to produce real-time reports which include exclusive information on local weather conditions, security alerts and status, healthcare concerns and issues, cultural background and updates, exchange rates and currency issues, local legal guidelines and alerts, entry/exit (visa) requirements, localized transportation updates and alerts, communications and technological information, environmental concerns, financial alerts and tips, language briefs plus updates on current local political conditions.

“Before the launch of The Safe Traveler and our website, www.SafeTraveler.com, the public never had access to this level of current, relevant travel-related information.” according to John Holchin, Executive Vice President at the Safe Traveler, “But beyond that, we’ll soon unveil a program that allows travelers to receive updates and alerts anywhere in the world during their trip. If conditions change, we’re able to immediately notify them. We can even alert them after their trip if health issues arise in the areas they visited.”

It is this combination of timely travel-related information and interactive technology that separates The Safe Traveler from other companies or government agencies. The web site was designed as a single-source where travelers or those simply interested in traveling, could find information, products and services to improve travel safety and reduce travel anxiety. The approach to data gathering and evaluation is granular, meaning that it reflects not only the larger safety issues but those most relevant to travelers.

“A local taxi strike may not warrant a State Department Alert but it impacts travel and is important if it affects your trip,” Holchin continues, “that’s why we report on so many aspects of travel. We even provide cultural information and advice to help travelers

understand local customs. That reduces anxiety, helps people avoid problems and more fully enjoy the travel experience.”

The website, www.SafeTraveler.com provides a combination of free destination information, travel tips, a newsletter and advice. The site also offers comprehensive up-to-the-minute destination reports through their Intelligence Briefs® which can be downloaded for \$7.50 plus a variety of travel-related books and products.

For more information, visit www.SafeTraveler.com or contact:

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