

Cambridge Becomes First City in Massachusetts to Upgrade Search and Rescue Technology with EmSeeQ® Wearable Locator System

EmSeeQ® Bracelet System Integrates with Current 9-1-1 Services to Improve Safety and Speed Rescue of Individuals with Alzheimer's, Dementia and Autism

Frisco, TX (April 25, 2011)—The City of Cambridge, Mass. is proud to announce today the availability of the EmFinder's EmSeeQ® wearable locator system that uses cellular technology to quickly locate individuals who are prone to wandering due to cognitive disorders, such as Alzheimer's, dementia or autism. The Cambridge Police Department is now one of many progressive public safety organizations across the country—and the first in the state of Massachusetts—to upgrade its search and rescue technology to locate wandering and lost persons with this innovative system.

A limited quantity of EmSeeQ bracelets is available to those with a diagnosed cognitive disorder and financial need. Individual families who receive the devices are responsible for registering the device and paying a \$25 fee per month for location services. EmSeeQ devices are also available for purchase as a tool to help in the search and rescue of vulnerable citizens who are prone to becoming lost and may be unable to identify themselves or ask for help.

EmFinders works directly with emergency 911 dispatchers to greatly reduce the search timeframe for a rescue operation. The special needs individual wears the bracelet 24/7 or as needed, based on the unique situation. If the individual is missing or has wandered off, the caregiver calls 911 to report the elopement and then contacts EmFinders to activate the EmSeeQ device. The personal bracelet device places a call to 911 and provides its location to dispatchers who can then direct responders to the specific location, as they do every day for thousands of wireless 911 calls.

The EmSeeQ bracelet can accurately locate the device wearer to within meters, typically within 30 minutes, to virtually eliminate time-consuming search and rescue operations that can jeopardize the lost individual's safety and cost taxpayers thousands of dollars. The system provides an added layer of security and peace of mind for caregivers who often live in constant worry that their loved one will become lost or wander off, putting themselves in grave danger of serious injury or even death from exposure to the elements or obstacles they may encounter along the way.

EmSeeQ can track the whereabouts of a missing person beyond the Cambridge area, anywhere in the U.S. where cellular service coverage exists. The wearable watch-like EmSeeQ system uses the nationwide U-TDOA cellular technology, which locates more than 60 million 911 calls a year, to accurately determine the location of the device wearer, enabling rescuers to quickly find him or her. And, unlike GPS systems, EmSeeQ works inside buildings and in other areas where the satellite signals required for GPS may be obstructed.

"We are very pleased to offer this life-saving technology to improve the quality of life and safety for our residents in need," said Cambridge Police Commissioner Robert Haas. "Adopting the latest technology to protect our community is a core component of our mission as a department. The EmFinders system enables us to provide a higher level of security and peace of mind, while also meeting our budgetary obligations."

"We are thrilled to have the City of Cambridge on board as the first in the state to implement this life-saving technology," said EmFinders Co-Founder Jim Nalley. "EmSeeQ has already successfully aided in the quick rescue of numerous individuals in California, Texas, New York and Virginia, and we look forward to the opportunity to offer this vital service to residents in Cambridge and other parts of the state."

For information about obtaining an EmSeeQ device for residents in the Cambridge area, contact the Cambridge Police Department Community Relations Unit at (617) 349-3236.

For more information about EmFinders' EmSeeQ emergency locator system, please visit www.emfinders.com.

About EmFinders

EmFinders, based in Frisco, TX, is a new technology company that has developed a device and subscription service for locating people with Alzheimer's or other impaired adults and children who wander and become lost. The wearable device and locator service uses advanced cellular technology to locate lost individuals, even if they wander inside a building, under a structure or just about anywhere. The device becomes activated on remote command and the locator service works in coordination with emergency responders. EmFinders is a privately held subsidiary of Liberty Media Corporation attributed to the Liberty Capital group (NASDAQ: LCAPA), which owns a broad range of electronic retailing, media, communications and entertainment businesses. For more information, visit www.emfinders.com.

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