



CodeAmber.org Announces the Formation of the Code Amber Alert Foundation

CodeAmber.org, the Web's Amber Alert notification system, announced today that 1.800.CAR.Help, Inc has established the Code Amber Alert Foundation.

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April 8, 2003 (Mandeville) CodeAmber.org, the Web's Amber Alert notification system, announced today that 1.800.CAR.Help, Inc has established the Code Amber Alert Foundation. "1.800.CAR.HELP, Inc. is aware that when a family is focusing all of its time and resources on dealing with a missing child, they can also suffer from great financial stress. Therefore we are establishing a trust account to give financial help to the families of Amber Alert victims during their time of need," said Larry Peterson, Founder and CEO of CarHelp.

The Foundation will be completely funded by 1.800.CAR.HELP through the setting aside of a portion of revenues and donations from CAR-HELP service providers who choose to contribute to the foundation. Applications for assistance and distribution of funds will be managed by a Board of Directors, which will be made up of company officers and selected outside Directors including Bryant Harper of CodeAmber.org.

1.800.CAR.HELP has also programmed their phone system so that anyone can report Amber Alert sightings or confirm suspect and victim information by simply pressing the * key after dialing 1.800.CAR.HELP. Calls are immediately forwarded to the offices of Code Amber for action, said Bryant Harper, Founder of CodeAmber.org.

With the support of 1.800.CAR.HELP, we will now be able to provide timely information on active Amber Alerts to anyone who dials the easy to remember toll free number. We expect to receive calls from motorists who may not remember the exact license number or other details regarding a victim or suspected abductor. A call to Code Amber can verify these details and refer appropriate reports directly to Law Enforcement in the area. This service provides an invaluable resource for the recovery of abducted children and establishing the Code Amber Alert Foundation to help the families of those kids is a wonderful act of generosity and support, continued Mr. Harper.

Code Amber provides Web site owners with a JavaScript news feed ticker that displays active Amber Alerts on their Web pages. The ticker contains all pertinent information about the victim, the law enforcement agency



issuing the alert, and contact information for reporting sightings. Any available information about the perpetrator is also displayed. Code Amber served over 16,000,000 Alert Tickers in March of 2003.

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Online Web 2.0 Version

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