



HELPING PEOPLE LIVE SAFER LIVES.

360° STAY SAFE MISSION

To make the world a safer place by developing and delivering affordable personal safety products and services that provide life skills for a changing world.

360° STAY SAFE QUICK FACTS

- Founded by renowned personal safety expert Rodnie Williams
- Titanium sponsor of the International Association of Campus Law Enforcement Administrators (IACLEA)
- Based in Minneapolis/St. Paul

DID YOU KNOW?

- FBI statistics show that violent crime is on the rise for the second straight year¹
- 8.9 million U.S. adults were victims of identity theft and fraud in 2006, resulting in \$56.6 billion in losses²
- The probability of a female student being sexually assaulted during her four years of college is one in four³
- Slightly more than one in eight college women is stalked by a fellow student during an academic year³
- One third of all teenagers who use the internet say they have been targets of a range of annoying and potentially menacing online activities⁴

FOUNDER

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In the past generation alone, we have come to see the globalization of fear.

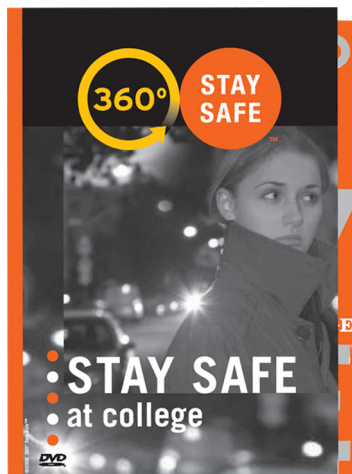
Violent crime is on the rise. Our sense of security is at risk. We ask ourselves:

- When will the next terrorist attack occur?
- When will the next school shooting take place?
- How do we help ensure the safety of our college-bound sons and daughters?
- How can we remain safe when we move to new cities or explore new relationships?

Rodnie Williams, a security and safety management veteran, founded 360° Stay Safe™ to be the solution students, parents and campus public safety leaders are looking for today. Through our products and services, we offer the single, best and most comprehensive source of personal safety information for colleges and universities.

“Stay Safe At College”

IMPROVING CAMPUS SECURITY AND SAFETY FOR EVERYONE.



In October 2008, 360° Stay Safe launched its “Stay Safe at College” DVD for college and university campuses. This engaging video program covers a wide variety of lifelong safety issues and provides a one-stop source for understanding how crimes are perpetrated, coupled with crime prevention and avoidance techniques. “Stay Safe at College” is the newest and most compelling line of digital content geared toward today’s generation of students.

¹ Eggen, Dan. Violent Crime, a Sticky Issue for White House, Shows Steeper Rise. Washington Post: Sept. 25, 2007. (Stats originally from Federal Bureau Investigation, Uniform Crime Reporting Program.)

² Identity Fraud and Survey Report. Javelin Strategy and Research Survey and Better Business Bureau: January 2006. Available at <http://www.javelinstrategy.com/products/AD35BA/27/delivery.pdf>

³ Fisher, Bonnie S., Francis T. Cullen, and Michael G. Turner. The sexual victimization of college women. Washington, DC: U.S. Department of Justice, National Institute of Justice, 2000. Available at www.ncjrs.org/pdffiles1/nij/182369.pdf. (Stats supported by National Center for Victims of Crime.)

⁴ Lenhart, Amanda. “Cyberbullying and Online Teens.” Pew Internet & American Life Project: 27 June 2007.