

The Safe Traveler Launch Provides Consumers Access to Unprecedented Travel and Destination Information.

For the first time ever, the general public has access to a single-source for comprehensive travel, safety, cultural and destination information, updates and alerts on thousands of locations.

For Immediate Release:

(St. Petersburg, FL February 16, 2007) Travelers, students and the general public now have access to a level of comprehensive travel, cultural and destination information previously reserved for government officials and elite travelers. 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 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 and thousands of cities.

“For most travelers or those considering a trip, travel is a rewarding experience,” according to Robert L. Oatman, a noted Intelligence Expert and advisor at The Safe Traveler, “but it is also stressful. Quite often you find yourself in new surroundings and situations. You may feel uncomfortable and vulnerable rather than fully enjoying the experience. A lack of knowledge about local conditions can also lead to problems that could have been easily avoided.”

“The Safe Traveler is about providing the information necessary to prepare travelers for their trip and alerting them to possible problems if they arise,” Oatman continues. “Travel safety is about more than terrorism, though that’s unfortunately a concern. It’s also about understanding your destination; what to expect when you get there; and what to avoid or do to make your trip more rewarding. Conditions change quickly in the modern world and with this website and the information it offers there is now a way for people to be informed of anything that might impact their plans.”

The company combines cultural information with background data on each country to form the basis for their reports. Data from an extensive network of high level, in-country intelligence sources is then evaluated, rated and added to create what the company calls an Intelligence Brief. These briefs cover thousands of destinations, providing easy-to-use information on over a dozen topics of interest including local weather conditions, areas of interest, health and safety alerts, local customs, airport security, political conditions, etc.

“We provide a combination of information that is being gathered 24 hours a day, 365 days a year with the knowledge and insights of country experts to create a timely and accurate picture of local destinations,” adds Rob Hukezalie, President of The Safe Traveler. “Because of this combination of local sources, monitoring and evaluation, even government agencies aren’t able to offer the public this level of information. When

someone downloads an Intelligence Brief they are getting the most complete and current information on that country available anywhere.”

“The Safe Traveler website was developed as an authority site for anyone interested in travel or destinations anywhere in the world.” according to John Holchin, Executive Vice President for The Safe Traveler. “In addition to the extensive information, updates and alerts we offer, the site will ultimately serve as a hub for all things travel-related. Anyone considering a vacation, business trip, outsourcing, studying abroad or simply researching a country needs to visit www.safetraveler.com. It doesn’t matter if you’re a seasoned traveler or planning your first Caribbean cruise, you’ll find information, products or services that will make your trip easier, safer and more enjoyable.”

The website, www.safetraveler.com, provides visitors with an extensive library of free destination, cultural and travel information plus other products, books and services, in addition to the Intelligence Briefs which are downloadable for \$7.50. Users can also sign-up for free travel newsletters and updates.

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

John Holchin

The Safe Traveler

2100 Blossom Way South

St. Petersburg, FL 33712

Telephone: (713) 818-4576

email: John@hgml.net.