

EMERGENCY ALERT SOLUTIONS, LLC

<http://EmergencyAlertSolutions.com>

Emergency Alert Solutions: With the use of proprietary and protected technology, we help solve the problems and risks created by distracted driving.

Business Summary: With a portfolio of proprietary technologies designed to actively engage distracted drivers, we reduce injuries and fatalities resulting from accidents specific to hazardous road situations, emergency vehicles, school buses and roadway repair zones. Our technology delivers in-car alerts when vehicles are in close proximity to Emergency Vehicles & School Buses with warning lights engaged, and from warning signage that announces road construction, etc. We have engineered, built and tested proprietary functional prototype devices and can provide our technology to auto manufacturers, emergency vehicles, school buses, road maintenance "Caution" signs and for vehicle retrofit installations, now.

Product: The Company provides solutions for the distracted driving epidemic and will reduce accidents involving Emergency Vehicles, School Buses and Road Zones. The Company's transmitters activate simultaneously with warning lights already installed in emergency vehicle and school buses. The technology portfolio addresses numerous other hazardous situations that are responsible for accidents, injuries and fatalities. The Company's technology also works with severe weather alert sirens used by NOAA for tornado, hurricane and other weather warnings. Patents are pending and additional patent filings are in process.

Problem: Accidents caused by Distracted Drivers cost society hundreds of millions annually. Sound proof auto interiors, smart phones, navigation systems, and numerous gadgets provided by auto manufacturers contribute to driver distraction which has been proven to significantly contribute to numerous accidents.

Target Markets: The North America and Global automotive industry, auto after-market, deaf & hearing impaired, safety product suppliers Autoliv, Siemens and Bosch, School Districts, Municipalities, Emergency Vehicle manufacturers and the NOAA Weather Warning System.

Management: Robert Mercer, former General Counsel and VP at Volvo and Mazda, brings 30 years of auto industry, government and industry relations expertise. Raymond Cannefax, founder with extensive management and manufacturing expertise brings real world experience in operations, product development, manufacturing, sales & marketing. David Robinson brings extensive "C" level management and corporate development experience. Stephen Wyatt provides decades of experience as a CPA, proficient at corporate and tax accounting. Fred Swemmer is a multi-certified electronic circuitry design specialist. The Advisory Board provides decades of corporate development, corporate funding, organization development, manufacturing, operations, finance and business development success and support.

Customers: Global automobile manufacturers build 38,000,000 vehicles annually; Emergency Vehicle manufacturers and users; Police and Fire Depts. fleets; Ambulance service providers; NSA; Light Rail & Public Transportation; Municipalities; NOAA Weather Safety Warning Systems; The automotive after-market; The Deaf & Hearing Impaired; Insurance Carriers. The U.S. manufactures and sells 5,000 new fire engines, 27,000 ambulances, and approximately 16,000,000 new cars annually in North America.

Sales/Marketing Strategy: We will sell or license this technology to automobile manufacturers and/or suppliers such as Autoliv, Sony, Bosch, Siemens, Delco, and suppliers embedded in the automotive safety and electronics sector. Sales and installation of the Company's RF transmitters for existing 490,000 emergency vehicles and a portion of 480,000 school buses may remain with the Company. After-market device manufacture and distribution may remain with the Company. Non-auto specific technology may also remain with the Company.

Business Model: Our model is simple: We design, test and continuously improve RF Emergency Alert technology which will be sold or licensed to OEM and/or others currently selling safety products for the automobile industry. We may engage in manufacture and installation of RF transmitters into existing emergency vehicles and school buses. After-market technology will be sold through auto dealerships and retail outlets such as NAPA, Autozone, Checker. The Company's major value is its proprietary IP portfolio which includes technologies for markets beyond the automotive sector. Our immediate priority remains focused on highway safety and actively engaging distracted drivers. The objective of the Company's technology development is crash reduction, actively engaging distracted drivers and bringing 21st Century safety technology to the automotive industry and other industries where our technology provides a significant public safety benefit.

Competitors: Opticom Signal Changing devices allows quicker emergency care transport but are very costly and do nothing to address distracted driving. Various crash avoidance technologies are being added to cars but most also distract the driver. Our patent filings are unique, with FTO. Our technology addresses distracted driving as the solution to quicker and safer transport. Additional markets include school buses, stationary warning signs used to alert drivers of hazardous road conditions or construction zones and the NOAA severe weather alert systems. For these additional markets we have yet to identify competitors with a similar technology.

Revenue Potential: The United States is on target to sell 16 million new cars in 2013. 490,000 Emergency Vehicles and 480,000 School Buses are currently in service in the U.S. There are more than 260 million motor vehicles registered in the U.S. Globally, more than 38 million motor vehicles are manufactured each year. All new motor vehicles, most Emergency Vehicles and School Buses, many of the registered vehicles are candidates for implementation of this life technology developed by the Company and proven to deter distracted driving.



Company Profile:

URL: <http://www.rfsiren.com>

Employees: 4

Founded: November 2011

Contact:

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Management:

Robert Mercer, Chief Executive Officer

Raymond Cannefax, President & Chairman

David Robinson, Director

Fredrik Swemmer, Technical Specialist

Advisors:

Finance: Steve Wyatt, CPA

Legal: William Britt

Industry: Ralph Adams

Elec. Engineer: Fred Swemmer

Investors:

Principals

Roxane Swindell

Location:

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