



## **Roadside Protect forms Strategic Partnership with Emergency Notification Systems One Call for all your Roadside Security Needs**

Schaumburg, IL (July 22, 2003) – Roadside Protect ([www.roadsideprotect.com](http://www.roadsideprotect.com)), an industry innovator in providing the most needed roadside assistance services at valued pricing, has signed an agreement with Emergency Notification Systems ([www.ensglobal.com](http://www.ensglobal.com)) which provides notification services to a member's personal contacts as well as supplying critical personal medical information in the case of an emergency.

This universal safety and protection package is available to relational groups such as associations, clubs and schools for the base annual price starting at \$39.99 per member. According to the principals, this is a significantly lower rate than competitive programs, none of which offer the ENS product and overall security.

Roadside Protect provides members with basic vehicle assistance services, wherever they are in the US, Canada and Puerto Rico 24 hours a day, 7 days a week. By calling the toll-free number provided with their program membership card, members get immediate help with:

- Towing
- Jump Start
- Tire Change
- Fuel Delivery
- Winching
- Basic Locksmith Services

Roadside Protect's call center agents access a nationwide roadside network of contracted, insured towing service providers throughout the US, Canada and Puerto Rico guaranteeing 24/7 services. Roadside Protect has completed more than 1 million successful dispatches on behalf of private label partnerships utilizing the premier network powered by The Signature Nationwide Auto Club, a GE company. Utilizing an intelligent locator system, Roadside Protect has the ability to pair up a disabled vehicle with the closest service provider based on key criteria such as shortest estimated time of arrival (ETA) or towing requirements.

The Emergency Notification Systems partnership offers the benefit that if the emergency requires that friends or family be notified - if the member is hospitalized, for example - that alert is easily mobilized because the contact information is already on file. Program members receive ENS identification including a car window sticker and wallet card, which emergency response personnel use to contact the appropriate agent team.

"In this mobile society, it's important to have a safety net of emergency services that are there when you need them," said Roadside Protect President Dean Raschke. "People want to simplify their lives, and be sure they're getting full value from programs they do join. Roadside Protect has partnered with ENS to provide basic roadside and travel emergency services in a program that groups can offer their members. By doing so, we hope to help organizations add value to their memberships by giving associates essential services, including peace of mind."

For more information about providing Roadside Protect and Emergency Notification benefits to your members, contact Dean Raschke at [draschke@vagent.com](mailto:draschke@vagent.com).

**Roadside Protect** ([www.roadsideprotect.com](http://www.roadsideprotect.com)), a privately held Illinois corporation, provides Roadside Assistance and Trip Planning services both independently and through strategic private label partnerships. Roadside Protect is affiliated with Virtual-Agent Services, a leading provider of high quality contact center services, and TravelCLICK, Inc., the nation's largest provider of revenue management information and electronic media advertising to the travel industry. These three companies have organized to form a powerful presence in the travel Industry.

**Emergency Notification Service** ([www.ensglobal.com](http://www.ensglobal.com)) is the worldwide leader in personal emergency notification. We provide immediate notification to family and friends should a member of Emergency Notification Service become injured due to an accident, sudden illness, disaster or other emergency. We work hand in hand with police, fire EMS, 911 and hospital emergency rooms across the country to ensure immediate notification for our members. Emergency Notification Service has also been endorsed by the American Red Cross, The American Medical Response (AMR) and local police and fire departments throughout the United States. To learn more view an F.I.M. at [www.emergencyalertagency.com](http://www.emergencyalertagency.com).