



Roadside Protect Chooses Zecko Studios for Student Emergency Assist Marketing Campaign

Schaumburg, IL (July 22, 2003) – Roadside Protect (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 to provide notification services to a member's personal in the case of an emergency. This universal safety and protection package is being marketed to colleges as the "Student Emergency Assist" program for the base annual price starting at \$39.99 per member. To help spread the word, Roadside Protect and ENS have retained the services of Zecko Studios to develop its marketing strategy for the college focused Student Emergency Assist program.

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. Zecko Studios is a multi-media production company that specializes in creating, producing, and delivering dynamic presentations online for the purpose of helping clients achieve a powerful and unique brand identity through its "First Impression Marketing" superior multi-media enhancements.

"Zecko Studios' marketing strategy involves not only a specialized product, but also seeks to serve a special type of customer – one with the type of vision Roadside Protect and Emergency Notification Systems have created," said James Rance, President & CEO of Zecko Studios. "We understand that the success of our product requires a strategic understanding of our customer's marketing needs. We look forward to a long and mutually rewarding consultative relationship with Roadside and ENS and to creating a dynamic marketing platform for the Student Emergency Assist program."

"We are very excited to have Zecko Studios develop our strategy and utilize their expertise to maximize our exposure in the collegiate arena. Every parent who has sent a child off to school has said 'Call me when you get there so I know you are safe!' For this reason Roadside Protect and ENS have created this new product and feel confident Zecko Studios is the perfect partner to communicate our message." said Dean Raschke, President of Roadside Protect.

Roadside Protect (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.

Zecko Studios, Inc. (www.zeckostudios.com) is a "First Impression" (F.I.M.) marketing company that specializes in creating, producing, and delivering dynamic presentations online for the purpose of helping ambitious individuals and business clients achieve a powerful first impression and a unique brand identity. To contact Zecko Studios, Inc. for your business needs call James Rance at (847) 830 – 4099.