

Public Prices Reduced Partners with Roadside Protect Companies Offer Quality Travel Services at Value Pricing

SCOTCH PLAINS, NJ / SCHAUMBURG, IL (May 31, 2005) –Public Prices Reduced (www.publicpricesreduced.com), a provider of discounted vehicle and travel offers, has added the services of Roadside Protect (www.roadsideprotect.com), an industry innovator in providing the most needed roadside assistance services at valued pricing, to its monthly and yearly membership packages.

Established in 2003, Public Prices Reduced (PPR) caters to the public and presents substantial savings on products and services just for being a member. Through strategic partnerships with its network of Preferred Service Providers, PPR is able to provide a number of valued services at a significantly discounted rate. Packages are valued at over \$400.00 and range in price from \$17-\$20 per month. Membership offers discounts on services such as auto repairs, car rental, restaurants, hotel/motel accommodations, retailers, vehicle purchase as well as the inclusion of prepaid gas cards.

Through its partnership with Roadside Protect, PPR's membership offering will now also include 24-hour roadside assistance including towing, jump start, tire change, fuel delivery, winching, and basic locksmith services. By calling the toll-free number provided with their program membership card, PPR constituents get immediate help when Roadside Protects 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.

"In this mobile society, it's important to have a safety net of affordable roadside and travel 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 PPR to provide basic roadside assistance services to their members. By doing so, we hope PPR's constituents are provided with a peace of mind on the road that they otherwise may not be able to afford."

For more information about partnering with Public Prices Reduced and becoming a Preferred Service Provider, contact Derrick Polk at pprsaves@comcast.net.

For more information about providing Roadside Protect benefits to your members, employees, or organization, contact Dean Raschke at draschke@roadsideprotect.com.

Public Prices Reduced (www.publicpricesreduced.com), a private corporation, was established to save the public money on products and services. In doing so, the company

has devised a program affiliated with different companies, private owners, and franchises located in different cities throughout the US, to provide discounts to our members. PPR's mission is to make the public aware of this extraordinary idea of savings that has been needed for quite some time. PPR provides quality service and products to individuals and families at a discounted rate. With goals to become one of the nation's most valuable savings club in the Nation and to assure that this will happen, PPR is working with several companies and has plans to introduce these great savings in every state to the public. PPR believes in it's slogan that "Saving Money Should Be A Way Of Life." Isn't It Time For You To Save!!

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.