

FOR IMMEDIATE RELEASE

Guard-A-Kid at New Scotland Yard in United Kingdom

MIAMI, November, 2007 -- Guard-A-Kid, known for its innovative child identification and safety services – was invited to attend the launch of Missing Kids TV at New Scotland Yard in London. Guard-A-Kid's CEO Hossein Kasmai met with influential figures that are concerned with the growing campaign to support and help parents with the problems of missing children in the United Kingdom. "We are delighted to be sponsoring messages on Missing Kids TV and, additionally, we are looking forward to assisting the charity PACT (Parents and Abducted Children Together) with the national promotion of the Police Missing Kids Website", says Mr. Kasmai.



From Left: Hossein Kasmai, Niel Roberts, and Sir Christopher Meyer (Ex British Ambassador to Washington)

The company has surpassed its 95th franchise/License in less than three years and is looking to expand globally. "Our goal is to have over 100 franchises by year-end" says Kenneth Sanes, Guard-A-Kid's National Franchise Coordinator.

Guard-A-Kid™ is the leading international company working in the field of Child Safety. They offer a comprehensive Child Identification and Safety program throughout the USA, Europe and Canada. Using unique proprietary software they have developed a portable Child Identification System to help authorities, should a child ever go missing.

When a child is reported missing, the authorities throughout the world recognize that it is critical to have detailed, accurate and up-to-date information concerning that child immediately available. Through modern technology it is now possible for parents to carry the necessary information in total security to use in case of emergency.

About Guard-A-Kid:

Guard-A-Kid provides a complete child identification package that includes wallet ID's, a full size ID as well as a CDROM that contains a complete set of information for each child, including a full set of 10-fingerprints. The child's information stored digitally on the CD-ROM, can easily be transmitted to law enforcement agencies, nationwide. Franchising for approximately two and half years, the company has already established over 95 successful franchisees, in 6 countries worldwide. The company has also introduced a full line of child safety and educational products that are available for purchase through the network of franchisees as well as the company's website. For more information, please visit <http://www.GuardAKid.com>.

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