

**FOR IMMEDIATE RELEASE**

## **Guard-A-Kid introduces SmartID EMS**

Miami, FL. August 2010 –Guard-A-Kid, known for its innovative child safety services has introduced a revolutionary new product, SmartID EMS (Emergency Medical Stick).

SmartID EMS is a high capacity USB Flash drive that contains Guard-A-Kid's new proprietary software that allows individuals to enter and store their emergency contact and medical information directly into the device. The proprietary software within the SmartID EMS stores emergency medical information such as blood type, allergies, diabetes information, past surgeries, medical conditions, medicines, typical blood pressure, etc... The device is also capable of storing the person's full medical records including EKG, blood test results, etc. Doctors can view the person's medical test results and doctor's notes from other physicians.

SmartID EMS also includes a water proof container which can be used to store emergency medications. Additionally, a written note containing the person's emergency medical conditions is also stored in this sealed container. SmartID EMS is available in a small, fashionable packaging that can be conveniently carried on a keychain or a lanyard.

"With the introduction of SmartID EMS, Guard-A-Kid has now strengthened its product line for the elderly and special needs market", said Mr. Bob Curtis, Guard-A-Kid's CEO. "In an emergency, SmartID EMS provides an easy access to potentially life-saving information" added Mr. Curtis. "It is comforting to know that you can now securely carry your medical records from all of your doctors with you at all times", added Mr. Bill Curtis, Guard-A-Kid's COO.

SmartID EMS is currently being distributed through Guard-A-Kid's network of over 120 franchises worldwide as well as the company's website [www.smartidems.com](http://www.smartidems.com).

### **About Guard-A-Kid**

Guard-A-Kid is a leading child and family safety company worldwide. Through its network of franchises, Guard-A-Kid provides a complete line of unique safety and educational products for the entire family. Franchising for approximately five years, the company has already established over 120 franchises, in multiple countries. The company has also introduced a full line of child safety and educational products that are available for purchase through their network of franchises as well as the company's website. For more information or to become a franchisee please visit <http://www.GuardAKid.com> or contact Kenneth Sanes at 305-477-3301 (ksanes@guardakid.com).

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