



## CORPORATE BACKGROUNDER

### OUR MISSION

*Prepared Response's mission is clear—to help organizations and first responders enhance their power to respond—from mundane work disruptions to life-threatening emergencies of every kind.*

### OUR COMPANY

Prepared Response, Inc. (PRI), is the leading innovator in crisis management and emergency preparedness solutions and training. Prepared Response's solutions have been repeatedly proven to save lives as well as protect property including schools, hospitals, malls, stadiums, and other public and private critical infrastructure.

In response to the tragic Columbine shooting, Prepared Response assembled

a highly-skilled team comprised of professionals from law enforcement, fire, facility security and other first responder agencies. This team developed a crisis management system that has now been deployed in over 10,000 facilities across the country. Prepared Response also implemented the first statewide crisis management system in Washington state.

Prepared Response provides a comprehensive range of crisis management solutions including:

- Proven crisis management software
- Tactical collaborative emergency planning sessions with facility owners and first responders
- Secure facility data collection and redundant storage
- Emergency preparedness training and threat assessment consulting.

Founded in 2000, Prepared Response is a privately-owned corporation headquartered in Seattle, Washington, with Federal offices in Washington D.C.

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## OUR MARKET

**ACCORDING TO BUSINESS WEEK, "PRIVATE SPENDING FOR ALL FORMS OF SECURITY TRIPLED TO MORE THAN \$50 BILLION ANNUALLY."**

Following 9/11, a Conference Board report found that more than half of companies surveyed had boosted their security spending, with the biggest hikes among large outfits in such high-risk industries as utilities and financial services.

Events such as the Columbine school shootings, the Oklahoma City bombing, and the World Trade Center attacks made people realize that a relatively small number of terrorists, armed with primitive weapons, could effectively threaten the most powerful nation in the world. Security and preparedness, often overlooked by companies and organizations, is now on the front burner.

Prepared Response entered the security market in 2000 as a result of the Columbine High School tragedy. The company developed the Rapid Responder® crisis management software solution which is being installed in all Washington state public schools, as well as in school districts in 12 other states. With more than 128,484 public schools in the U.S., not counting private schools, universities, colleges, or trade schools, the educational market alone presents a wealth of market expansion opportunities.

In addition, Prepared Response, Inc. has begun mapping critical infrastructure, those buildings, transportation systems, utilities, power plants, and other structures deemed critical to "the public good."

The Homeland Security Act of 2002 and the Homeland Security Presidential Directive (HSPD) 7 require the Department of Homeland Security to produce a comprehensive plan for protection of critical infrastructure. In addition, HSPD 5, 7, and 8 require that state and local governments enhance security and preparedness to prevent, respond to, and recover from acts of terrorism using an "all discipline and all hazards approach." Rapid Responder helps local, state and Federal governments meet these needs.

With these government mandates and a general feeling of insecurity, billions of dollars are now being allocated to increase security and emergency preparedness.



### PRIMARY MARKETS

- Education
- Critical Infrastructure
- Transportation Systems
- Hospitals
- Sports Stadiums
- Hotels
- Industrial Facilities



## OUR SOLUTIONS

### **RapidResponder®**

#### **CRISIS MANAGEMENT SYSTEM**

Rapid Responder® is an enterprise, Web-based, interactive and comprehensive crisis management system designed to collect, organize and securely disseminate critical information needed in an emergency. This vital information is made available through robust and secure access to first responders and facility stakeholders. Rapid Responder has been cited for providing the highest level of readiness possible through information organization and presentation. No typing is required – information is accessed in three “clicks” or less.

This “all hazards” solution gives first responders and facility stakeholders instant access to more than 300 data points per building, geospatial (GIS) data as well as access to emergency response plans that can be viewed en route via mobile data terminals, laptops and other mobile devices in police cars and fire trucks, allowing for a faster and safer response to a crisis.

**[www.rapidresponder.com](http://www.rapidresponder.com)**

### **HazardTactics™**

#### **MULTI-HAZARD EMERGENCY PREPAREDNESS TRAINING AND THREAT CONSULTING**

Hazard Tactics™ training and consulting helps prepare you for all types of disruptions. From Security Audits to Bio-emergency planning, our trainers help you create response plans, practice these plans “under pressure” and help you establish channels to your first responders, and how to handle media and the public should disaster strike. Emergency courses and consulting includes:

- Active Shooter/Lockdown
- Creating Campus Safety Teams
- Pandemic Influenza
- Incident Command System (ICS)
- Security Audits and Threat Assessments

Our trainers are industry experts, nationally certified and average nearly 20 years of experience in their professional fields.

**[www.hazardtactics.com](http://www.hazardtactics.com)**

### **GuideSafe™**

#### **OCCUPANT/EMPLOYEE SAFETY AND ALERT NOTIFICATION SYSTEM**

GuideSafe™ provides you and your tenants, staff or students with key information for dealing with a variety of emergency incidents, and gives you the power to notify them in the event of daily disruptions or emergencies. GuideSafe provides occupants/employees with:

- Notification of emergencies via e-mail and text message
- Instant access to emergency procedures
- A display of drills and events
- Easy-to-use interface for accessing critical information

Facility owners appreciate the ability to instantly update emergency procedures, notification of events and ability to manage multiple facilities with one, straightforward platform. Not having to print emergency procedures also saves time and money.

**[www.guidesafe.com](http://www.guidesafe.com)**





## **PREPARED RESPONSE RECOGNIZED AS ONE OF WASHINGTON STATE'S FASTEST GROWING PRIVATE COMPANIES.**

Prepared Response Inc. has been recognized as one of the top 100 fastest growing private companies on the Puget Sound Business Journal's 2007 Fastest Growing Private Companies List. Prepared Response placed 47th on the list.

The company develops emergency preparedness and crisis management solutions for use by school campuses and other public and private critical infrastructure.

"Early on, Prepared Response began working with the Washington Association of Sheriffs and Police Chiefs to protect all public K-12 schools in the State of Washington," said Jim Finnell, President and CEO of Prepared Response. "Receiving this recognition shows the dedication of our team in protecting students, empowering public safety and supporting emergency management across the country."

## **OUR ADVANTAGES**

### **EXPERIENCED**

The Prepared Response team consists of former first responders, emergency response personnel, and military officers who are knowledgeable in every aspect of crisis management and emergency response. With many years of collective experience responding to everything from shootings and accidents, to floods, tornadoes, hazmat spills, nuclear-related incidents, and even volcanic eruptions, our team truly understands the nature of crisis management and the systems needed to support critical incident planning and response.

Prepared Response has deployed Rapid Responder in more than 10,000 facilities across the country, including the nation's only statewide enterprise crisis management system.

Our team has coordinated more than 800 tactical planning meetings including representatives from:

- Police and Fire Chiefs
- Battalion Fire Chiefs
- SWAT Commanders
- Police Tactical Commanders
- Public Information Officers
- Local Emergency Managers
- Local Government Officials
- School Administrators
- Health/Mental Health Depts.
- Utility Companies

Prepared Response has trained more than 470 responder agencies across the country.

### **RIGOROUSLY TESTED AND BATTLE PROVEN**

Rapid Responder and its professional implementation services have been rigorously tested by the US Department of Homeland Security (DHS) and deemed safe, reliable and effective for anti-terrorism purposes—including violent incidents such as the Columbine or Virginia Tech shootings. As the highest authority on safety for the country, DHS's SAFETY Act Certification designates that Rapid Responder has been rated for immediate, safe and reliable deployment in public and private venues.

Rapid Responder has undergone a thorough evaluation by the Washington State Association of Sheriffs and Police Chiefs (WASPC), and was chosen by their security professionals to be the best solution and has been deployed as their statewide critical infrastructure information system.

Rapid Responder has been tested "under fire" and proven to save lives and protect property. For instance, Rapid Responder was used to effectively mitigate an "active shooter" situation at a school campus, as well as during lockdowns and bomb threats. It has also been used for more mundane, day-to-day situations such as during rallies, coordinating special events, and locating the water shutoff for a broken pipe. The versatility of Rapid Responder makes it an essential tool during any type of emergency.



## CREDENTIALIALED

Prepared Response has been approved by multiple Federal programs including:

- U.S. Department of Homeland Security (DHS) SAFETY Act Certified
- Listed as DHS “Approved Product for Homeland Security”
- Approved for DHS “Standardized Equipment List” (SEL) and “Authorized Equipment List” (AEL) for specific grants
- Listed on national “Responder Knowledge Base” (RKB)
- National Incident Management System (NIMS) certified staff
- Protected Critical Infrastructure Information (PCII) trained staff

## AWARD WINNING

Prepared Response has won numerous awards for its technology including:

### 2007 NOBLIS/HARVARD AWARD

Prepared Response was the key Technology Partner instrumental in helping the Washington Association of Sheriffs and Police Chiefs (WASPC) win the prestigious 2007 Noblis Innovations Award in Homeland Security.

### 2006 NATIONAL HOMELAND DEFENSE FOCUS ON INNOVATION AWARD

Prepared Response was selected from more than 100 companies for its pioneering work in the area of statewide crisis management planning response systems.

## US DEPARTMENT OF HOMELAND SECURITY SAFETY ACT CERTIFIED

Both Rapid Responder and our professional services have been certified by the Dept. of Homeland Security as a Qualified Anti-Terrorism Technology in July, 2006. Prepared Response customers are entitled to powerful liability protection, including the “government contractor defense” in the event of a lawsuit resulting from a terrorist act—whether domestic and foreign.

Rapid Responder has been rigorously tested by the U.S. Department of Homeland Security (DHS) and has been deemed safe, reliable and effective for anti-terrorism purposes—including violent incidents such as the Columbine or Virginia Tech shootings.

As the highest authority on safety for the country, the SAFETY Act Certification designates that Rapid Responder is available and tested for immediate, safe and reliable deployment in public and private settings, and has been placed on the DHS “Approved Product List for Homeland Security.”



*Governor Gregoire accepts the Noblis/Harvard Innovations Award in Homeland Security award for the Washington Statewide Mapping System developed by Prepared Response in conjunction with the Washington Association of Sheriffs and Police Chiefs.*

## CASE STUDY - SCHOOL

### RAPID RESPONDER EVACUATES SCHOOL IN RECORD TIME DURING ACTIVE SHOOTING INCIDENT

A distraught student entered Lewis and Clark High School in Spokane, WA, confronting a group of students in Room 307 (a science lab), and firing a handgun into a cabinet.

While staff called 9-1-1 and notified school officials, a safety officer accessed Rapid Responder, displaying a school overview and the floor plan of the room where the gunman was barricaded.

The safety officer called police dispatch and relayed information about the layout and the gunman's location to responding officers. Following the "active shooter" protocol, arriving officers entered the building, isolating the gunman in under 12 minutes. At the same time, 2,000 students were evacuated using the fire alarm.

As a negotiator talked with the gunman, officials using Rapid Responder noticed that Room 307 had unobstructed views of both the grassy fields

where the students had been evacuated, and the eight lanes of traffic on the adjacent freeway.

Turning to Rapid Responder, police viewed aerial photos of the site and decided to move the students. Using contacts in Rapid Responder, buses were called to relocate the students. At the same time, a list of pre-planned roadblocks from Rapid Responder was sent to the Streets Department to block adjacent streets, and to the State Patrol to block access to the freeway.

When the gunman asked for matches, fire officials knew from Rapid Responder that Room 307 was a science lab, and had natural gas outlets. The local gas company was called and dispatched the nearest crew, but they were unfamiliar with the installation. Using Rapid Responder, officials printed photos of the shut-off valves and their location. The gas was quickly shut off.

Fire officials used Rapid Responder to print chemicals stored in Room 307, including their location, quantity, and the Material Safety Data Sheets profiling the chemical characteristics and safety precautions.

“By pre-planning for this type of event, and using the Rapid Responder program during the actual incident, we were able to contain the shooter within 12 minutes, quickly block off all access to the school and the freeway, and safely evacuate over 2,000 students within 20 minutes.”

—Joe Madsen, Former Spokane School District School Safety Director

Despite efforts to negotiate with the gunman, he acted aggressively towards the SWAT team and was wounded in subsequent gunfire. He was quickly transported to a hospital where he survived his wounds.

In media interviews, local first responders all praised Rapid Responder. “In 12 minutes we responded, contained the shooter, and evacuated the school. I was in the command post and I couldn't believe it,” said Roger Bragdon, former Spokane Chief of Police. “Every question we had and every contingency we had to plan for was answered by Rapid Responder.”

## CASE STUDY - HOTEL

### RAPID RESPONDER SECURES HOTEL FOR HIGH PROFILE EVENT

A March 2005 shooting in Atlanta left a judge and three others dead when an inmate escaped custody, grabbed a deputy's gun, and opened fire in a county courthouse. Three months later, police were forced to shoot and kill a man who entered the Seattle federal courthouse with a hand grenade.

This rash of violent episodes set the stage for the 2005 Ninth Circuit Judicial Conference in Spokane. The U.S. Marshals Service was charged with protecting the 1,200 event delegates, which included such high profile figures as former Supreme Court Justice Sandra Day O'Connor.

Preparation was the key to averting a potentially dangerous incident, so the U.S. Marshal for the Eastern District of Washington, Michael Kline, turned to Rapid Responder to digitally map the Spokane Convention Center, the venue for the conference, and the Davenport Hotel, where the delegates would be staying.

A Prepared Response data collection team converged on Spokane and began the process of digitally mapping and imaging the two large structures. The team, which had already mapped more than 5,200 individual buildings for other clients, completed mapping of the 58,000 square-foot Spokane Convention Center and adjoining Opera House in just two days. The

historic Davenport Hotel was even more involved because of the number of floors that make up the hotel. In addition to these two sites, a judge's residence was also digitally mapped as a demonstration.

The team worked closely with three dozen federal officials and local emergency responders to acquaint them with the Rapid Responder system. The software can be learned in under 20 minutes, loads quickly on the responder's laptop, and is easy to use during a tense crisis situation.

During the conference, the federal security officers were able to use the database to view material that was pertinent to their monitoring efforts. The system helped emergency personnel in their response efforts in case an incident should occur.

Marshal Kline said “The information was used for a comprehensive briefing as well as continued operation during the conference.” Excellent planning and preparation before and during the conference ensured a safe and risk-free environment for the attendees.



## CASE STUDY - HOSPITAL

### RAPID RESPONDER PROTECTS KEY REGIONAL TRAUMA CENTER

As the largest free standing trauma center west of the Mississippi River, the Las Vegas University Medical Center (UMC) provides round-the-clock care to those in need. Because of its regional importance, the facility must be functional in all circumstances, from a fire or other natural disaster to a terrorist event. To ensure a high degree of safety and readiness, the security staff deployed Rapid Responder to give them instant access to key information during any emergency.



University Medical Center  
Las Vegas, Nevada

### USAGE AT THE HOSPITAL

University Medical Center has identified many ways to use Rapid Responder. Because hospitals are seen as possible “secondary targets” in a terrorist attack, Rapid Responder is a valuable source of information for the police department, city, and county fire as well as other city, state and federal agencies during an incident.

Regional incidents have an impact on the medical center. Because it is a level one trauma center, UMC could receive a large influx of patients in a short time. Rapid Responder provides UMC staff and responders with access to information about what’s going on and how to better prepare themselves for incoming patients.

“ The Rapid Responder system will give UMC and first responders an extra tool in their arsenal to provide an extra measure of safety for UMC’s patients and staff. ”

— Lacy Thomas, UMC CEO

### USAGE FROM RESPONSE AGENCIES

According to agencies who have deployed Rapid Responder, one of the system’s key benefits is the pre-planning and training meetings that occur before the system goes live. UMC security staff already have a good working relationship with local first responders. The pre-plan/tactical meetings give police, fire and other city and county agencies, including the health department, the opportunity to sit down, discuss, and coordinate risk response situations and develop plans for different emergency events. This meeting gives the responders an opportunity to discuss the chain of command and develop pre-plans so that valuable time is not wasted during an event.

## CASE STUDY - ENTERPRISE

### RAPID RESPONDER DEPLOYED STATEWIDE IN WASHINGTON

Washington state has implemented the first ever statewide Critical Incident Planning and Mapping System (CIPMS). This DHS certified, award-winning enterprise (statewide) infrastructure protection solution provides first responders with instant access to critical facility information during an emergency. The CIPMS has been deployed across the state at critical infrastructure sites such as courthouses, stadiums, bridges, ports, and airports, as well as in all public high schools and the majority of middle and elementary schools. The system utilizes Rapid Responder and is certified effective, reliable and safe by the Department of Homeland Security under the SAFETY Act program. The CIPMS pilot program began with 50 sites and has now been deployed in more than 2400 sites across the country.

This powerful system is accessed via a simple, easy-to-use Web browser interface on a laptop or mobile data terminal. Through this, police, fire and other public safety agencies can instantly access up to 300 different data points of critical

site information such as emergency response plans, site and floor plans, size-up views of the buildings from all angles and other critical information. Aerial (GIS) maps of a site identify staging areas, evacuation routes and other key information for first responders using NIMS icons. The entire solution embraces the NIMS approach in addressing emergency preparedness and response when used for mitigating state, regional or even national emergencies.

The CIPMS staff has worked successfully with nearly 400 first responder agencies in Washington state in scores of venues, and has consistently found that collaboration between key stakeholders is essential to achieving best-practice preparedness and response results. The CIPMS deployment process drives this collaboration, engaging site stakeholders and their local first responders to jointly develop emergency response plans that protect lives and property. During implementation, all stakeholders are trained to use the system, a process taking less than 20 minutes, and then must test the plans and system “under pressure,”

so both facility staff and first responders are well prepared to respond should disaster strike.

Feedback from first responders validates that the CIPMS acts as a “force-multiplier” during emergencies. Instead of spending valuable time trying to gather key information as the responder arrives at the scene of an incident, they simply access the CIPMS for an essential catalog of all the critical information they need as events unfold. While the highly-secure system is Web-based, it can also be used as a stand-alone system which is very practical in both low bandwidth environments or where Internet access may not be available such as during an actual emergency.

The system provides a unique standardized, quickly-scalable, and cost-effective means to disseminate, relevant and actionable information for preparedness and response. Furthermore, the system can be quickly deployed. Entire sites have been brought under its protection in as little as 48 hours.

# FAST FACTS

COMPANY LOCATIONS	
<b>Corporate Headquarters</b>	
One Union Square 600 University St., Suite 1525 Seattle, Washington 98101	206-223-5544 Office 206-340-4525 Fax 800-705-1856 Sales
<b>Technical Training Center</b>	
1142 Broadway, Suite 400 Tacoma, Washington 98402	253-272-1483 Office 253-272-1562 Fax 866-862-7741 Customer Service
<b>Consulting Offices</b>	
200 East Big Beaver Road Troy, MI 48083	248-457-4580 Office 248-457-8411 Fax
<b>Web Address</b>	www.preparedresponse.com
<b>E-mail Addresses</b>	info@preparedresponse.com sales@preparedresponse.com bizdev@preparedresponse.com custservice@preparedresponse.com techassist@preparedresponse.com

INVESTOR INFORMATION	
<b>Corporate Structure</b>	Prepared Response, Inc. is a privately held corporation registered in Washington state.
<b>Financing</b>	Prepared Response, Inc. is funded by Benaroya Capital, SPX Corporation (NYSE: SPW), and private investors.
<b>E-mail Address</b>	investorinfo@preparedresponse.com

RAPID RESPONDER FACTS (CURRENT AS OF 3/1/09)	
<b>Sites Protected</b>	3,393
<b>Buildings Protected</b>	14,559
<b>Schools Protected</b>	2,932
<b>School Districts Protected</b>	364
<b>Public Safety Agencies using Rapid Responder</b>	609

RAPID RESPONDER SYSTEM STATS	
<b>Images</b>	471,245
<b>Emergency Pre-plans</b>	17,156
<b>Floor Plans</b>	9,784
<b>Site Plans</b>	2,931

PREPARED RESPONSE, INC. MANAGEMENT TEAM	
<b>JIM FINNELL</b> President and Chief Executive Officer	<b>PETE OCHINKO</b> Vice President, Security & Risk Prevention
<b>JIM TARTE</b> Chief Financial Officer	<b>MARTI WAGNER</b> Vice President, Enterprise Sales
<b>MICHAEL BROWN</b> Chief Technology Officer	<b>LIZ ATTEBERRY</b> Vice President, Marketing



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CORPORATE MILESTONES	
<b>Feb. 13, 2008</b>	New Version 5.0 of Rapid Responder Creates Quicker and Easier Access to Critical Emergency Information For First Responders
<b>Oct. 18, 2007</b>	Prepared Response, Inc. named one of the top 100 fastest growing companies in Washington state.
<b>Sept. 11, 2007</b>	Washington State Crisis Management System Receives Homeland Security Award from Harvard University and Noblis
<b>Apr. 24, 2007</b>	Rapid Responder Crisis Management System to Enhance Student Safety in more than 1,000 Schools Nationwide
<b>Oct. 4, 2006</b>	Prepared Response, Inc. receives Focus on Innovation Award from National Homeland Defense Foundation
<b>July 16, 2006</b>	DHS Certifies Rapid Responder as a Qualified Anti-Terrorism Technology under the SAFETY Act.
<b>June 21, 2006</b>	Cal Expo deploys the Rapid Responder crisis management system to protect more than 2.5 million expo attendees.
<b>March 29, 2006</b>	Prepared Response, Inc. adds GIS capability to Rapid Responder.
<b>Feb. 22, 2006</b>	Cumberland County [North Carolina] school system selects Prepared Response, Inc. for crisis management system through \$733,000 grant by the Department of Education.
<b>Feb. 14, 2006</b>	Port of Olympia [WA] is first U.S. marine terminal to deploy the Rapid Responder crisis management system.
<b>Oct. 26, 2005</b>	The Davenport Hotel announces it is the first hotel to utilize the Rapid Responder crisis management system.
<b>Sept. 14, 2005</b>	Prepared Response, Inc. is awarded a \$1.4 million contract for development of a Critical Incident Planning and Mapping System (CIPMS) for the state of Washington.
<b>Aug. 11, 2005</b>	The Rapid Responder system is listed on the IAB's Standardized Equipment List (SEL).
<b>June 21, 2005</b>	Prepared Response, Inc. announces \$9.6M contract with WASPC to deploy Rapid Responder in all Washington state's K-12 schools.
<b>April 25, 2005</b>	Prepared Response, Inc. signs a \$688,000 contract with the San Juan Unified School District in Sacramento County, Calif. to improve security and safety in its school facilities.
<b>Nov. 30, 2004</b>	Prepared Response, Inc. closes \$2.0 million Series B funding round with SPX Corporation.
<b>April 20, 2004</b>	Rapid Responder 2.0 Web version (for large scale critical infrastructure system deployment) launches.
<b>Sept. 22, 2003</b>	Rapid Responder successfully used to mitigate school shooting incident at Lewis and Clark High School in Spokane, WA.
<b>July 27, 2003</b>	The Washington Association of Sheriffs and Police Chiefs (WASPC) signs \$3.3 million contract with Prepared Response, Inc. to digitally map all state high schools.
<b>Oct. 20, 2002</b>	Jim Finnell joins Prepared Response, Inc.
<b>May 9, 2002</b>	Prepared Response, Inc. closes \$1.25 million seed funding round led by Seattle-based Benaroya Capital.
<b>Jan. 10, 2002</b>	Rapid Responder 1.0 launched.
<b>Sept. 27, 2000</b>	Prepared Response, Inc. incorporated in Washington state.