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[Julianna\\_riegler@dixonschwabl.com](mailto:Julianna_riegler@dixonschwabl.com)**PROTECT YOURSELF AND YOUR FAMILY —  
CONSIDER SENTRY®SAFE FOR THE HOLIDAYS***--A Last-Minute Holiday Gift that Can Protect Your Vital Information If Disaster Strikes--*

**ROCHESTER, N.Y. (December 19, 2007)** – With the recent wildfires in California, floods in the Pacific Northwest, and the more recent “Bonnie & Clyde” identity theft crime all on the minds of Americans, we are more aware than ever that important electronic and hard-copy documents are at risk. No one wants to be a victim of a fire, flood, or identity theft, but it’s comforting to know that if disaster should strike, Sentry®Safe products provide unsurpassed protection from fire and water damage, as well as theft protection, safeguarding important documents and precious family mementos.

This holiday season it’s ‘peace of mind’ protection that’s perfect to give and receive – a gift that can truly be appreciated all year-round.

Numerous Sentry®Safe products carry either a UL Classification or an ETL Verification for fire endurance, meaning that the interior of the unit and its contents are guarded from heat during a typical fire for a specified time period such as a half-hour, one hour or two hours. Sentry®Safe products also offer different levels of waterproof and water-resistant technology to meet the needs of consumers. Researchers point out that in the last 25 years, the U.S. federal government has issued almost 1,000 disaster declarations and been subjected to 442 natural disasters, including hurricanes, wildfires, earthquakes, tornadoes and floods.

Disasters, however, are not limited to natural events. As we have seen more recently, identity theft cases are on the rise. More than 10 million Americans have had their identity stolen and 1 in 30 Americans will be the victim of identity theft this coming year. In addition, 50 percent of identity thefts are committed by people that personally know the victim.

“The devastating wildfires in Southern California and the floods in the Pacific Northwest, combined with a sharp increase in identity theft, have again shown how quickly our lives can change when we’re unprepared for

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such disasters,” said Sondra McFarlane, director of marketing communications for SentrySafe. “Some of our most valuable identity documents — including passports, birth certificates, financial and credit-card information — are exposed to natural disasters and identity theft as these items typically sit in unlocked filing cabinets, boxes in a closet, office drawers, or out in the open on our desks and counters. This holiday season give a useful gift that will offer peace of mind and an organized and secure place to store important digital and hard-copy files and documents.”

“During the holidays, I recommend giving gifts that make people’s lives better,” said John Sileo, author of *Stolen Lives: Identity Theft Prevention Made Simple* and a nationally renowned identity-theft expert. “A safe may seem practical at first, but when theft happens, a safe can literally help preserve a person’s identity, personal and financial well-being, and even their livelihoods.”

“It’s unfortunate, but identity theft is the fastest-growing crime in the U.S. — every three seconds, someone’s identity is stolen,” Sileo added. “We live in an information economy and more than ever, we need to protect our hard drives, USB drives, CDs and DVDs, which contain sensitive personal and business information. Americans need to wake up to the fact that we need to protect our data like we protect our money.”

At the International CES 2008 trade event in Las Vegas next month, SentrySafe will officially unveil the world’s first and only affordable fire-resistant/waterproof hard drive, which is part of a whole new family of Data & Document Security products that SentrySafe is introducing at the show. Each of the six new Data & Document Security products is designed to provide unprecedented protection against fire, water, computer crashes, and identity theft.

SentrySafe’s new Data & Document Security line is perfect for value-conscious consumers, home offices and small businesses looking to safeguard and organize their digital media, including CDs, DVDs, flash drives, memory cards, MP3 players and laptops. This new product suite is available for purchase at [www.sentrysafe.com](http://www.sentrysafe.com).

SentrySafe products are available in-store or online at many leading retailers, including Wal-Mart, Target, Costco, Sam’s Club, Lowe’s, The Home Depot, OfficeMax, Staples, Sears and more. For more information on SentrySafe products, shoppers can visit [www.sentrysafe.com](http://www.sentrysafe.com).

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