

For Immediate Release

March 11, 2010 – Malvern, PA -- The National Behavioral Intervention Team Association (NaBITA) has named 360° Stay Safe™ the recipient of its annual Award of Excellence.

Each year, NaBITA receives applications from companies, products and services which seek to enhance the safety of college and university campuses. NaBITA evaluates each applicant, interviews campuses using the product or service, and solicits testimonials.

NaBITA President Brett A. Sokolow, Esq., explained, "We wanted to give the Award of Excellence to a product or service that not only accomplishes what it claims, but does so with a quality and excellence that merits endorsement from NaBITA. We feel that 360° Stay Safe™ is that kind of company and that kind of product." For more details, visit www.nabita.org.

Rodnie Williams, a security and safety management veteran, founded 360° Stay Safe™ to offer critical safety information to students, parents and campus public safety leaders. 360° Stay Safe™ offers a comprehensive source of personal safety information for colleges and universities.

Asked to evaluate his campuses' use of the "Stay Safe at College" program, Raymond Thrower, the Director of Campus Safety at Gustavus Adolphus College wrote the following: "My career in campus public safety has spanned over 32 years, and 360's "Stay Safe at College" is one of the best-researched, best-produced programs I've ever seen. This is an invaluable tool for helping students and campuses be more aware and better prepared today....I encourage every institution of higher education to purchase and take advantage of the affordable 360° Stay Safe™ program."

In October 2008, 360° Stay Safe launched its "Stay Safe at College" DVD for college and university campuses. This engaging video program covers a wide variety of lifelong safety issues and provides a one-stop source for understanding how crimes are perpetrated, coupled with crime deterrence and avoidance techniques. "Stay Safe at College" is the newest and most compelling line of digital content geared towards today's generation of students. "Stay Safe at College" is being used by institutions in the United States, Canada, and the Caribbean. For more details on this worthwhile educational program, please visit www.360staysafe.com.

According to Tracy L. Worsley, the Emergency Preparedness Manager for the Minnesota State Colleges & Universities, 360° Stay Safe represents "...some of the best training available on subjects most parents either don't know or forget to teach our children...As the parent of a recently graduated student and a soon to be entering freshman, I have ensured my own children have viewed and discussed these subjects...as a combat veteran, state emergency manager, and former security police officer, I want the over 380,000 students in my system to have the same access to this product as my own children."

NaBITA is a membership association serving more than 350 individuals and 100 college

campuses, schools and workplaces. NaBITA is a hub for collaboration and best practices for violence prevention through behavioral intervention and threat assessment teams. NaBITA's members lead their field, and are leading the way nationally and internationally toward safer schools, campuses, workplaces and communities.

For more information, contact Ms. Samantha Dutil, NaBITA Associate Executive Director. (610) 993-0229. Samantha@nabita.org www.nabita.org