

Press Release

EmergencyPrep-4U Home & Family products by: Critical-Life-Data.Com, LLC Provides The Templates To Organize and Protect Critical Household and Family Data For Recovery in Times of an Emergency or Disaster

Naperville, IL --July 22, 2010 -- In today's information age, the data that documents our lives from birth to old age, is as tangible - and valuable - an asset as oil or gold. During the average lifetime, hundreds of thousands of records are generated about us, including our bank accounts, medical records, insurance policies, pension plans and even our final wishes. Yet, astonishingly, most people don't store the most critically important data about themselves and their relatives in a secure, central location for quick access in the event of an unforeseen tragedy or natural disaster. This can be a costly, and completely avoidable mistake, says Dr. Sylvia Ramos, President of [Critical-Life-Data.Com, LLC™](http://Critical-Life-Data.Com) and the EmergencyPrep-4U products for Home & Family.

“We ask the professional questions, you answer them, you store them... it's that easy to be prepared”, says Dr. Sylvia Ramos

"Recent events such as the devastating Tornadoes and Flooding in the Mid-West, the life-altering Earthquakes in Haiti and South America have reminded us once again of the unpredictable nature of the world we live in," said Dr. Ramos. Unfortunately after a disaster, too often when people need information about insurance policies, coverage and photographs of their assets...the pertinent documentation and their chance for a full recovery or satisfactory settlement is gone forever. The EmergencyPrep-4U Home & Family is the single most complete, secure and affordable solution available to capture and manage the essential data in the lives of every consumer."

The EmergencyPrep-4U Home & Family product is available on CD for \$29.95 or in Workbook Format for \$39.95 including Shipping & Handling within the Continental U.S.

Developed in consultation with a team of professionals consisting of first responders, medical, educators, financial, legal, business owners and information specialist, Dr. Ramos says the EmergencyPrep-4U Home & Family product is remarkably simple to use, yet has the comprehensiveness and flexibility to serve the needs of anyone. The program provides step-by-step prompts to help the user answer questions that quickly build a "digital profile" of themselves, home and family, including their emergency medical profile, contacts, photos, household assets, insurance coverage, obligations and bequests.

While the possibility of suffering the loss of our homes or personal records may seem remote to some of us, statistics paint a startlingly different picture. According to the United Nations, agencies involved in monitoring natural disasters report that over the last quarter century the number of catastrophes around the world has been increasing annually. Predictably, so too has the incalculable cost both in human suffering and economic impact.

To offset the risk of losing records stored at home through disasters caused by fires, flooding, earthquakes, mudslides, hurricanes, tornadoes and winter storms the federal departments such as the Federal Emergency Management Agency (FEMA) and the Department of Homeland Security recommend that everyone create a personal plan for protecting and recovering vital documents. In addition to safeguarding records in a portable, waterproof container, disaster experts urge citizens to have digital backup copies of documents, data and photographs secured in multiple remote locations or online.

With the availability of personal computers, Internet connectivity and low cost data storage, Dr. Ramos believes that now is the time to document and be prepared. With the "grab and go" Home & Family data templates for emergency preparedness and disaster recovery being prepared for life's unknown events and achieving peace of mind is just a "click" away – we need to be prepared now.

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The EmergencyPrep-4U Home & Family product templates are designed in a straightforward "question and answer" format to...

- **P**rovide quick reference emergency contact data and critical personal information
- **R**ecord emergency medical information, conditions, contact information and directives
- **E**stablish and document insurance information for home, life, auto and specialty coverage
- **P**repare and document quick reference financial and legal information
- **A**rchive digital photos and provide supplement sections for data documentation
- **R**ecord emergency profile information and photos for each Family Member and Pet
- **E**nact pre-estate planning and bequests including religious and ceremony preferences, donations, and burial information

Product Availability:

The EmergencyPrep-4U Home & Family product is [affordably priced](#) at \$29.95 on CD (PC or MAC), for the non-computer user the Workbook Format is available for \$39.95, or may purchase both the CD and Workbook combination for \$59.95 all pricing [includes Shipping & Handling \(within the Continental U.S.\)](#). To purchase the EmergencyPrep-4U Home & Family product, or for further information and **FREE** Emergency Product downloads visit www.emergencyprep4u.com or call 1-888-440-4CLD (4253).

About The Company:

Critical-Life-Data.Com, LLC, is the developer of the EmergencyPrep-4U products for Home & Family, each product is designed to streamline the process of collecting, storing and accessing critical information in a secure, readily available format. "Product development was a team approach with partners representing first responders, medical, educators, financial, legal, business owners and information specialists", says Dr. Sylvia Ramos, President.

The EmergencyPrep-4U product line grew out of the teams own personal experiences when faced with the need to locate critically important data in the face of unexpected circumstances. As a team of professionals, we have dedicated the efforts of our company and resources to ensure that no one needlessly endure the difficulty and frustration inherent in accessing data in their time of recovery from an emergency or disaster.

For more information go to: www.emergencyprep4u.com

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