



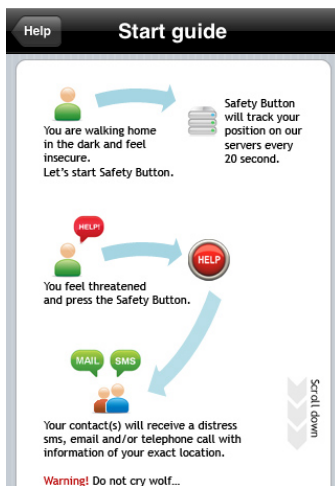
Safety Button – New app from Sillens AB – Press Release 230209

Safety Button is your new way of feeling safe when moving about.

With Safety Button you always have someone who knows exactly where you are and if something should happen; your iPhone will contact your chosen person for you, with your location and much more.

With the press of one button you can do either or all of the following:

- * sms your position
- * email your position
- * make a distress call
- * sound an alarm



The Safety Button application is unique in the way it uses an **external server** to trace your steps. When you start the program, our server starts collecting your position, using the internal GPS of the iPhone.

Safety Button delivers a service to which there are many competitors, **but to a price which there is no other match**. With Safety Button you get safety for \$2.99 – pick any other provider (we don't want to mention any names...) and you will be put up with monthly fees ranging from \$3 to £8 – depending on in which country you need to be safe.

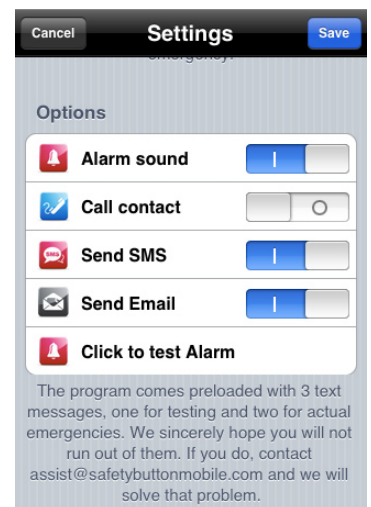
Safety Button works **all over the world** and comes with three pre-paid smses.

Sillens AB

Safety Button is brought to you by Sillens AB, a creative programming studio with offices in Linköping and Stockholm, Sweden. We make iPhone Apps for a better living - simple or complex, free or expensive. Our bestselling app **ShapeUp Club** have 35 000 downloads worldwide - and still counting.

Contact

If you have questions or if you want a closer look on Safety Button, feel free to contact Karl Eldebo, Marketing Manager, karl@safetybuttonmobile.com



Please visit our website for the latest buzz: www.safetybuttonmobile.com