Press Releases

SmrtGuard Removes Fee for Personal Guardian for BlackBerry App; Innovative One-Push Emergency Alert App Increases Personal Safety and Security

PRINCETON, N.J., Aug. 23, 2011 /PRNewswire/ -- A smartphone application that turns BlackBerry devices into a one-push panic button is now available as a free application courtesy of SmrtGuard, a mobile security company offering the most comprehensive suite of data, device and personal protection services for Android, BlackBerry and Apple devices.

The Personal Guardian app was previously available for $19.99 including lifetime access to the Personal Guardian web portal. Once installed and configured on a BlackBerry device, a three-second (configurable) touch of a convenience key allows the phone to silently trigger an emergency call to 911 or any other number as well as send an email, text message or Twitter message – complete with GPS location tracking information – asking for help.

"Personal Guardian for BlackBerry is a small but important part of our SmrtGuard mobile protection suite," said Robert Kao, founder and chief technology officer of SmrtGuard. "Many BlackBerry users asked us to reduce or eliminate the cost and we decided that our customers were right – Personal Guardian is a potentially life-saving, peace of mind application that needs to be free and broadly distributed without commercial gain."

Consumer comments on the Personal Guardian application include:

Sharon Loper, Lakewood, Colo.: "Another personal favorite feature is the Personal Guardian. Since I've had my baby, I've been kind of paranoid with our safety. Personal Guardian helps keep my mind at ease."

Audris P. Umel, Manila, Philippines: "The feature I love the most is the Personal Guardian, which enables me to send emergency signals (via email, sms and call) by just holding the convenience key. I feel more secure because of this feature, especially since I've been a magnet to traffic accidents for the past few weeks. Thank you in advance, SmrtGuard, because someday you may just save my life (and many other people's lives)."

Hundreds of thousands of consumers are already using Personal Guardian. Downloads of the app – as well as the complete SmrtGuard mobile protection suite – are available from www.smrtguard.com/personal-guardian.

In addition to Personal Guardian for BlackBerry, the more comprehensive SmrtGuard Pro Suite is available for Android, iOS, and BlackBerry phones. Depending on the platform, the SmrtGuard Pro Suite also includes mobile anti-virus and anti-spam, wireless data backup and restore, remote data wipe, remote GPS tracking and phone locator, call blocker and other features.

For more information about SmrtGuard's Personal Guardian for BlackBerry application, visitwww.smrtguard.com/personal-guardian/.

About SmrtGuard

SmrtGuard (www.SmrtGuard.com) is a mobile security software company that provides the most comprehensive suite of data, device and personal protection services for consumers and small business customers using Android, BlackBerry and Apple smartphones and tablets. Key features include wireless backup and data restore, device tracking and wiping, anti-spam, anti-virus malware protection, call and message blocking, privacy, identity management and more. SmrtGuard has been named by AlwaysOn to the OnMobile 100, the top 100 companies that are transforming the mobile space. For more information about SmrtGuard please visit http://www.smrtguard.com.

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