

July 26, 2010

Guard-A-Life Franchise Holdings, LLC
3333 West Kennedy Boulevard
Suite 206
Tampa, FL 33609



PRESS RELEASE

For Immediate Release

Investor Group Completes Majority Acquisition of Guard-A-Kid Franchising LLC

Doral, FL – July 26, 2010 – Guard-A-Life Franchise Holdings, LLC announced today that they have acquired a majority ownership interest in Guard-A-Kid Franchising LLC. In connection with the transaction, the Officers of the Buyer, in partnership with the Company’s founder, Hossein Kasmai, who maintains ownership interest, have initiated the transition to lead operations of GAK.

Headquartered in Doral, Florida and founded in 2005, GAK is a rapidly growing franchise of over 120 franchisees that market and sell child and family safety products and services, some of which are proprietary and with trademark protection. GAK was recently ranked among the top 100 fastest growing franchises by Entrepreneur magazine and has been ranked among the top 500 franchises in the past 4 years.

Robert Curtis, GAK’s new CEO, said, “We are pleased to begin our partnership with Guard-A-Kid and founder Hossein Kasmai. We believe there is a large market for child safety products and with the right approach; we believe the products have the potential to be quickly adopted by more parents and children throughout the world. We are convinced that GAK is the leader in child and family safety products & services and will remain so. We have already begun to reinforce our beliefs and have transitioned Nahami Bicelis former headquarters ‘Safety Specialist’ to ‘Franchisee Support Specialist’. Nahami’s new role is designed to further emphasize our commitment to Guard-A-Kid franchisees. We want to continue to provide the highest level of support and development for our new franchisees as well as continue to take existing franchisees to new levels.”

William Curtis, Manager and COO, said, “We are excited about the opportunities to accelerate GAK’s growth and are impressed with the quality and the capabilities of the business. In particular, we believe the Company has developed a best-in-class product offering, which will be a key part of building GAK and taking it to the next level.”

Founder Hossein Kasmai retains partial ownership interest, will assist the current executive leadership and will remain on the board of Managers of the Company. Mr. Kasmai added, “Guard-A-Kid always has been and will remain very special to me. I am still very dedicated to Guard-A-Kid as are all the new leaders. Managing Members of Guard-A-Life bring a wealth of

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knowledge and relationships to our business and we are excited to begin this new partnership. Their strategic insights, support and extensive network will bolster our position in this robust and rapidly expanding marketplace of child identification products and services. We look forward to their continued support and operational guidance.”

ABOUT THE MANAGERS AND OFFICERS OF GUARD-A-LIFE FRANCHISING CORP, LLC

Guard-A-Life Franchising Corp., LLC was formed by Managing Members Robert Curtis, William Curtis, and Scott Lee. CEO Robert Curtis began his career in the banking industry, and over the last twenty years, he has facilitated, consummated and completed numerous real estate transactions and projects in both Florida and throughout the Caribbean, many of which he still owns and operates. He currently sits on the Board of CCC, Ltd. in the Cayman Islands and Grenada Electric Services Limited on the Island of Grenada. He received a B.S. degree in Commerce from the University of Virginia in 1988. COO William P. Curtis is a Licensed Class A General Contractor in the State of Florida, and over the last 20 years, he has worked on many projects of varying size and complexity in Florida, Grand Cayman, Turks and Caicos and Grenada. He also has owned and still owns many real estate projects in Florida and the Caribbean and has managed the day to day operations and physical plants of each. Mr. Curtis currently sits on the Board of CCC, Ltd. in the Cayman Islands and CBI, Ltd. in the Turks and Caicos Islands. He received a B.A. degree in Building Construction and Management from Clemson University in 1987. Chairman Scott Lee is currently a Vice President of HealthEdge Investment Partners, a Tampa, Florida based private equity fund, which he joined in 2006. Prior to joining HealthEdge, Mr. Lee was employed by Commonwealth Associates, a New York, NY-based investment bank. Prior to Commonwealth Associates, Mr. Lee was an Investment Analyst for CARE Capital Group, a New York based multi-strategy fund of hedge funds. He currently serves on the Board of Directors of Woodbury Products, a direct to consumer distributor of incontinence and other related healthcare products. He received a B.S. degree in Commerce from the University of Virginia with concentrations in Finance, Accounting and Management.

For more information, please contact William Curtis or Robert Curtis at (813) 875-6324, Scott Lee at (813) 451-6997, or Hossein Kasmai at (305) 477-3301. www.guard-a-kid.com