

FOR IMMEDIATE RELEASE

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Helping College Students Stay Safe is App Developer's Mission

Personal Protection App is now available to Gift on iTunes

Los Angeles (November 29, 2012) - OnWatch "Full" is the newest version of the White House award winning Personal Protection Safety App just released on iTunes by App Developer, WatchMe 911.

In making the announcement, Jill Campbell, Chairwoman of WatchMe911, Inc., a Los Angeles Based mobile app development company said, "Our ongoing work this fall with students organizations, local campus security, IACLEA -International Association of College Law Enforcement Administrators, National Headquarters of Alpha Chi Omega and local law enforcement around the country has shown us that the adoption of this app is helping to combat the shocking daily statistics of assault on college campuses."

Campbell continued, "For that reason, I wanted to create a version of our app that allowed parents to be able to gift the app directly to their students smart phone." She noted, "As a parent myself, I know how important independence and control are to all college - aged kids and I also know that at this age most kids feel and act invincible."

Campbell, who was invited by Vice President Biden to launch the app at the White House earlier this year added, "Designing this app for college students and their lifestyle and giving them the ability to have safety in the palm of their hand is empowering to everyone, -- students, law enforcement and parents alike".

The Onwatch Full app has 6 safety features, all with GPS location functionality. With just 2 taps, users are connected to their preselected friends, 911 and their Campus Police. The OnWatch Full app can be purchased as a gift at the iTunes store. <http://bit.ly/OnWatchGift>

A full description of the app and its features can be found at www.OnWatchOnCampus.com

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