

# COMPANY FACT SHEET



## OUR STORY

In 2005, the Company's founder, Russ Thornton and his 2 kids were enjoying a family outing. As the kids played in a jungle gym Russ sat on a bench to wait. After 10 minutes his daughter appeared, but his son was nowhere to be seen. For 45 minutes there was panic and terror as Russ searched for his son. Any parent who has experienced this knows how fast it can happen and how traumatic it can be.

Following that incident, Russ assembled a team of engineers and developers and said, "never again". He gave his team instruction to develop a smart locator using global satellite positioning technology. He said, "Make it small. Make it powerful. And make it so that parents can use it on the go with their mobile device."

As a result, the first Amber Alert GPS device was launched in 2009. Unlike other tracking devices on the market, that are designed to track objects, the Amber Alert GPS smart locator was designed from day one to locate people and help families stay connected.

With the input of thousands of customers nationwide, the Company has continued to innovate and integrate new smart locator features and functionalities. In addition to the Amber Alert GPS Smart Locator for young kids, the company also offers mobile locating apps to help parents keep track of their mobile-carrying tweens and teens and a smart locator for seniors.

## OUR COMPANY

**Amber Alert GPS** is the trusted provider of smart locator products and services keeping families safe and connected anywhere in the world. Used by thousands of customers in the US, the smart locator empowers families to intelligently track their little ones online or from a mobile app with accurate location information updated every five minutes. Whether staying connected during sleepovers, at camp, school field trips, vacationing abroad, or safely getting to and from school, the device can be used in a variety of ways. Our unique design provides a one button calling and SOS feature. If a child needs help or has a medical emergency, the smart locator will alert a pre-designated person via phone and up to 10 trusted individuals via email and text, ensuring the message gets received quickly.

Amber Alert GPS supports the efforts of the Department of Justice, the National Center for Missing and Exploited Children and law enforcement in the issuance of Amber Alerts by providing 100% of the funding for the [Law Enforcement Alerting Portal \(LEAP\)](#) generated from sales of Amber Alert GPS Smart Locators. The LEAP system is the fastest and most efficient alerting technology in the nation, and allows states to share Amber Alerts.

The company has offices in Arizona and Utah and is backed by private investors. For a look at the inside story on the Amber Alert GPS Smart Locator, [click here](#).

## Website

[www.amberalertgps.com](http://www.amberalertgps.com)



## Founded

September, 2007

## Executive Team

Alan Baratz, CEO  
Tim Grubb, VP Engineering  
Julia Howard, VP Operations  
Mary Anne Keegan, CMO  
Jim McCoy, CFO  
Russ Thornton, CTO & Founder

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