



NEWS

For Immediate Release

SAFER Systems Names Chris Cowles Marketing Manager

Camarillo, California, USA; August 21, 2008 – SAFER Systems, the global technology leader in chemical emergency response solutions, has appointed Chris Cowles to the position of Marketing Manager reporting to Ernest Gilbert, President.

In this new position, Cowles is responsible for all aspects of SAFER Systems' corporate and product marketing functions worldwide, including corporate and product branding, market research and analysis, product development and marketing communications.

"Chris Cowles brings to SAFER Systems 19 years of diverse marketing experience across a broad range of industries, companies and products. We couldn't be more pleased that Chris, as part of our corporate management team, will apply his marketing strengths to complement our highly regarded staff of dispersion modeling scientists and chemical and software engineers. He will play an integral role in helping SAFER Systems write the next chapter in its corporate history," said Ernest Gilbert.

Prior to joining SAFER Systems, Cowles held an array of marketing management positions, including Vice President of Client Services for Rainmaker & Sun Integrated Marketing, Director of Marketing at Orly International, Marketing Manager for Computer Products at Electro Rent Corporation, Product Manager for Western General Insurance Company, and Director of Marketing for Vortech Engineering. Cowles began his marketing career at Nissan Motor Corporation, where he crafted the U.S. product lifecycle plans for the award-winning Z, SX and NX models and authored vehicle launch plans and brand positioning for the 240SX and 300ZX convertibles.

A resident of Camarillo, Cowles holds a Masters in Business Administration with a concentration in Marketing and a Bachelor of Science in Business Administration with a minor in Information Systems, both from California State University.

About SAFER Systems

Founded in 1978, SAFER Systems is the global technology leader in chemical emergency response solutions, with chemical plume modeling software that integrates real-time weather and

sensor data. The company's scalable state-of-the-art solutions, which incorporate patented technologies, are designed to detect and accurately predict in real-time the dispersion of accidental or terrorist related releases of toxic chemical or biological agents. Using SAFER Systems products, companies worldwide that manufacture, process, store or transport hazardous materials and the communities in which they operate can better estimate the associated risks, thoroughly prepare for the possibility of a chemical release, and quickly determine the best ways to mitigate those risks when responding to an actual emergency situation. SAFER Systems' customers include over 70% of the *Fortune 500* chemical and oil companies, all Class 1 railroads in North America, and many municipal HazMat/First Responder teams, including cities, states, provinces, and the Civil Defense agencies of Singapore and Luxembourg. SAFER Systems is headquartered in Camarillo, California and maintains offices worldwide. For more information, visit www.safersystem.com.

###

Editorial Contacts:

John Hebert
Hebert Communications
Brookline, MA 02446
617-232-1161
john@hebertcomms.com

Jill Bassett
Marketing Communications
SAFER Systems
5141 Verdugo Way, Suite B
Camarillo, CA 93012
805-383-9711 X128
marketing@safersystem.com

