

PRESS RELEASE - TUESDAY 2ND DECEMBER 2008

Let a Roman goddess empower your services!

Community alarm providers and registered social landlords on the look-out for an easy way to offer better services, access new revenue streams and save money on existing processes can now stop looking thanks in part to a Roman goddess.

Pellonia – named after a Roman goddess who offered people protection - is a powerful system launched this week by Alertacall Ltd. Quickly and without the need to install or manage any extra technology Pellonia enables organisations to offer several essential services to support customers and staff including:

- Safety confirmation (proactively check end-user safety each day)
- Appointment and medication reminders
- Mobile worker safety, location and management
- Co-ordination of real operator reassurance calls
- Mass telephone messaging of customers

James Batchelor, Managing Director of the Pellonia team said:

“Pellonia is one of the easiest ways for community alarm providers and RSLs to get even more value from the resources they already have. It enables them to provide new services under their own brands, access new revenue streams and save money by automating some of their manual processes.”

Also announced today is that Pellonia has its first Strategic Partner - Eldercare based in Burnley. Eldercare is an established nationwide telecare and monitoring provider that operates Kompanyon and the community alarm service for Help The Aged.

Chris Hopkinson, Director of Eldercare said

“Pellonia is an obvious choice for Eldercare. With it we can provide several new services to our clients and manage some of our own processes – for example mobile worker safety – with greater ease and efficiency. As a strategic partner of Pellonia we are able to work closely with other organisations that want these services with outsourced monitoring or other telecare services too.”

Pellonia is extremely easy to deploy because organisations do not have to install any new software or manage any technology. The system is managed by the Pellonia team and accessed by operators securely over the Internet as a web application.

Providers that wish to use Pellonia to deliver new services can either contact Pellonia directly or contact Eldercare which is an official Strategic Partner and can provide a range of complementary telecare and other monitoring services.

James Batchelor, Managing Director of the Pellonia team notes:

“We are really honoured to work with Eldercare which, we believe, provides one of the best telecare monitoring services in the UK. Organisations that need direct access to Pellonia can contact us directly and those that want a solution that includes monitoring and other telecare can work with Eldercare.”

Pellonia enables many new services, one of which is Safety Confirmation. This is an effective way of proactively checking the wellbeing of an end-user once or twice a day, and is appealing to many people who do not want to wear a pendant.

Safety Confirmation is also valuable to community alarm users too, surveys of which suggest as many as 50% do not wear their pendants for long periods indicating that their use of Safety Confirmation alongside community alarm may be of great value.

The adoption of Safety Confirmation and other Pellonia features can also deliver huge savings to Registered Social Landlords in particular those who continue to use staff to make visits to tenants in order to ‘quickly check’ on their well-being.

For further information contact:

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More information about Pellonia and how it can help a wide range of organisations can be found on the Pellonia web site at www.pellonia.com

Notes for editors

Alertacall was founded in 2004 by James Batchelor pioneer of Safety Confirmation services and was the first directly marketed Safety Confirmation Service in the world. Safety confirmation is now used by several local authorities within the UK.

Eldercare was founded in 1987 and is a full service telecare and monitoring provider. It supports over 30,000 end-users around the UK and enables a wide range of other organisations provide telecare services including Help the Aged.

Pellonia was the name of a Roman goddess believed to assist mortals in warding off their enemies. Alertacall Ltd therefore felt Pellonia was an ideal name for a platform with the purpose of protecting vulnerable people.