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www.missingkids.com

www.cybertipline.com

To Whom It May Concern:

The **National Center for Missing and Exploited Children** (NCMEC) applauds the efforts of **Farmers Insurance Group** for their efforts in protecting, educating and organizing families across America concerning child safety issues. Their free distribution of the Home Organizer® software featuring *m.i.l.k.*™ **Digital ID** prepares parents and caregivers in the event that their child might someday be missing. Farmers Insurance Group is truly helping to insure the safety of our nation's children.

By distributing the Home Organizer software, Farmers and its agents are creating a very positive image for themselves in communities across America.

Law enforcement officials nationwide are quick to point out that the single most effective tool in recovering a missing child is a current photo. **Imagery Concepts, LLC**, the developer of the **Home Organizer**, designed the *m.i.l.k.* (Managing Information on Lost Kids) **Digital ID** can immediately be forwarded to local authorities and NCMEC.

With the help of these technologies and innovative uses of many others, NCMEC has witnessed a remarkable increase in its recovery rate from 62 percent in 1990 to 94 percent today.

"Through the combined efforts of Imagery Concepts and Farmers Insurance Group we hope to create a virtual dragnet for child recovery between software users, law enforcement and NCMEC," stated Ernie Allen, President and CEO of NCMEC.

Sincerely,

A handwritten signature in black ink that reads "David Shapiro". The signature is fluid and cursive, with a large, sweeping flourish at the beginning.

David Shapiro
Special Assistant to the President and CEO
NCMEC

Branches
California
Florida
Kansas City
New York
South Carolina

