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****Media Advisory****

DISTRACTED DRIVING SAFETY ALLIANCE LAUNCH EVENT – JAN. 26, 2011

New Industry Group Will Promote Education, Innovation To Help End Distracted Driving

WASHINGTON, D.C., January 20, 2011 – The Distracted Driving Safety Alliance will have its official launch event at the Renaissance Hotel Downtown Washington, D.C. on Wednesday, January 26, 2011 at 1:30pm.

WHO: Kelli Emerick, Executive Director, Distracted Driving Safety Alliance
Daniel Ross, President & CEO, Illume Software
Peter Holran, Vice President - Government & Public Affairs, TASER International
Richard Mack, Vice President – Corporate Communications, Nuance Communications
Parry Aftab, Executive Director, Wired Safety
Zachary Ziebarth, Director & Founder, Curb Distracted Driving

WHAT: The Distracted Driving Safety Alliance’s (DDSA) mission is to be the voice of a broad cross-section of industries committed to ending distracted driving. Its goal is to inform legislators, regulators, the media, policy influencers, and the public about the dangers of distracted driving and how key industry leaders are working to solve the problem through innovation, education, and outreach. To learn more about the DDSA, go to <http://www.DistractedDrivingSafetyAlliance.org>.

WHERE: Renaissance Washington, D.C. Downtown Hotel
Meeting Room Level, Meeting Room 2
999 Ninth St., NW, Washington, D.C. 20001

WHEN: Wednesday, January 26, 2011

TIME: 1:30pm – 2:30pm

All members of the press are invited to attend.