



## **CRIMEREPORTS APPOINTS KEN MEYERS PRESIDENT AND CHIEF OPERATING OFFICER**

*Meyers Assumes Day-to-Day Responsibilities; Reports Directly to CEO, Greg Whisenant*

**SALT LAKE CITY—March 2009—** CrimeReports.com, the leader in comprehensive, web-based, crime mapping service in the U.S., today announces the appointment of Ken Meyers as President and Chief Operating Officer. Mr. Meyers will assume all day-to-day responsibilities of the company and report directly to CrimeReports CEO, Greg Whisenant .

“Since the company’s inception, just two years ago, we are working with more than 400 law enforcement agencies to publish their incident level crime data to the public. Ken will focus on the critical day-to-day operations that will help the company to maintain its strong growth,” said Greg Whisenant, CEO and founder of CrimeReports. “Ken’s operations experience will be invaluable in helping the company to expand our current services and roll out new features and products.”

Meyers has a long history of financial and business success, particularly in early-stage Internet companies. Most recently, he served as the key operational executive at AdvancedMD, bringing it from bankruptcy to the #1 position in SaaS physician office software with two consecutive *Inc. 500* listings. He has also served as COO at SuperStats.com (which became Omniture, now a \$750 million public company) and Digital Gateway, as well as a P&L division manager for Modus Media. Meyers holds a Masters in Business Administration from Brigham Young University.

“In two years, Greg has taken his concept to a market leading position, and this is only the beginning,” said Meyers. “I’m excited to play a role in continuing that growth trend through more comprehensive services for crime data sharing and analytics tools, while allowing Greg the opportunity to continue leading with his vision and developing the market for these services.”

Meyers’ appointment comes just as the company is about to launch its second product, Command Central, a web-based service that manages, tracks, and analyzes incident-level crime in real time. Command Central provides relevant and detailed charts, graphs, maps, and other visualizations that support CompStat-style analysis for law enforcement agencies at a fraction of the cost of other offerings on the market.

**About CrimeReports.com**

CrimeReports.com provides crime mapping, alerting and analytics tools to law enforcement agencies in an affordable software-as-a-service model. Citizens can access official crime data through an online crime-mapping portal and receive free email alerts. CrimeReports.com is live with more than 400 agencies nationwide and requires no additional infrastructure. At an affordable price, most agencies can be up and running in less than a day.