



Response Options Expands as "ALICE Training Institute"

PRESS RELEASE: FOR IMMEDIATE DISTRIBUTION

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As part of a business expansion, Response Options will now be known as the "ALICE Training Institute". With this change, the company seeks to further leverage the good-will and national success of its ALICE training program and the ALICE name recognition.

Greg Crane, president and founder of Response Options commented, "Our search analytics showed that our customers more frequently searched for us using ALICE rather than our company name. This is a strategic move that will set the stage for the launch of our new, comprehensive risk management platform later this year. This new platform complements our existing ALICE training services by providing our customers with tools and resources for improving their armed intruder response programs. "

The expansion includes a new corporate headquarters in Medina, Ohio and the addition of several new key executives to help meet the national demand for ALICE related training. "We have a large concentration of ALICE customers in that region of the United States and having our headquarters in Ohio just made sense," said Crane.

A new company website, www.ALICetraining.com which will include a new company logo and branding, will be launched in the upcoming weeks reflecting the name change. Until then, web inquiries will be redirected back to the existing Response Options website.

The ALICE Training Institute is changing how schools, universities and businesses respond to armed intruders. ALICE (Alert, Lock-down, Inform, Counter, and Evacuate), developed after Columbine, teaches strategies to survive a life-threatening event. Supported by educators and law enforcement organizations, ALICE is quickly becoming the new standard of care across the nation.

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