

FOR IMMEDIATE RELEASE

iForem Launches Industry's First and Only 'Start Free' Platform to Offer Permanent, Tamper-Proof Services for Securing Digital Assets

FREE 2 HIRED Tiered IP Retention Services Allow Businesses and Consumers to Easily Protect Personal and Customer Data Forever

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News Facts

- iForem (www.iforem.com) has launched its new FREE 2 HIRED platform, allowing businesses and consumers to easily and cost-effectively secure, protect and permanently retain valuable digital assets such as photos, wills, trusts, software source code and financial documents.
- FREE 2 HIRED's first level of service is free and allows users to permanently protect valuable information and then easily add tamper proof security and other professional services as needed. Businesses can easily store critical or compliance level documentation and receive efficient third party escrow management services with minimal up front costs.
- iForem recently secured \$1 million in funding from Gabriel Venture Partners (www.gabrielvp.com) to help drive the expansion and momentum of FREE 2 HIRED.
- iForem continues to receive industry validation for its innovative services and technology and was recently named a 2009 Hot Companies Finalist by *Network Products Guide*. iForem's CEO will present at the 2009 World Executive Alliance Summit in San Francisco on March 26-27, 2009.

FREE 2 HIRED's Levels of Service (<http://www.ispermanent.com>)

- Content Organizer: iForem's first level of service allows consumers and businesses to retain, organize and protect critical information from photos to legal documents at no cost.
- Virtual Vault: The Virtual Vault allows individuals to pay once and keep critical information, such as treasured photos, compliance records and tax materials, forever. The Virtual Vault also offers valuable add on services including legal template forms and live assistance services.
- Tamper-Proof Protection: FREE 2 HIRED's third level of service allows users to permanently retain and lock documents against changes or accidental deletions with one payment – not even iForem can delete the account or files. This service is ideal for items such as signed wills, trusts, and contracts or other important digital assets requiring assured protection.

Permanent Means Permanent

- Customers have access to saved digital assets for life – FREE 2 HIRED services can never be cancelled and are not dependent on ongoing monthly payments or any one company's ongoing business operations.
- Through the patent-pending iNuity trust and legal framework (www.inuity.com), customers are guaranteed continuous service that meets strict criteria.

Built on the Success of Escrow Assured

- FREE 2 HIRED builds on the success and growing demand for iForem's Escrow Assured (<http://www.escrowassured.com>) services, the industry's only online, fully-automated 3rd Party Escrow service used to verify digital content and automate release and dispute management for items such as software source code and M&A documents.
- Escrow Assured is a free service that does not require any upfront payments. It allows companies to retain and protect source code and related intellectual property while enabling 3rd party release management through a simple account setup and contract process.

Supporting Resources

- IP Assured Blog: www.ipassured.com
- Article Outlining What Type of Information to Keep and for How Long: <http://tinyurl.com/chr47v>
- Inuity: www.inuity.com
- Gabriel Venture Partners: www.gabrielvp.com
- iForem Service Provider: <http://www.skootit.com/>

Supporting Quotes:

"Our solution is a quarter of the cost of other options in the industry and we provide higher quality results in a shorter amount of time," said Stephen Pieraldi, Founder and CEO of iForem. "Other services are cumbersome, expensive and complex to use. With one payment, we store everything from photos and medical records to compliance documentation for life - guaranteed."

About iForem:

iForem is the market innovator in delivering safe, simple and secure digital asset preservation, certification, and 3rd party assurance.

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