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**PROTECTIVE COUNTERMEASURES & CONSULTING LAUNCHES FIRST ONLINE  
THREAT AND VULNERABILITY ASSESSMENT TOOL**

***New SMART<sup>®</sup> Program To Be Made Available to Individual Clients***

WHITE PLAINS, NY, March 9, 2004 — Protective Countermeasures and Consulting ([www.protectivecountermeasures.com](http://www.protectivecountermeasures.com)), Inc., a full-service security firm specializing in threat and vulnerability assessments, today introduced the first online risk assessment tool specifically developed for individual users within the commercial real estate industry.

Built on the nationally standardized and accepted Buddyware<sup>®</sup> platform, *SMART*<sup>®</sup> (Security Management by Assessing Risks and Threats) can quickly and efficiently assess a property's security vulnerabilities while suggesting corrective actions to circumvent terrorist, criminal, or chemical, biological and nuclear threats, as well as potential natural disasters.

*SMART* is a comprehensive, easy-to-use, cost-effective online risk management tool," said Sal Lifrieri, President and CEO at Protective Countermeasures. "While the best assessment is always an on-site assessment, our new *SMART* technology can assist in determining a building's vulnerabilities and can be a very important first step in developing a successful ongoing risk management program that performs ideally within your budget."

The *SMART* program runs on a platform that was developed by national risk-management subject matter experts in conjunction with various federal agencies including the Department of Defense, Department of Justice and the Department of Homeland Security. To insure the accuracy of identifying probable risks associated with a particular building or set of buildings, Protective Countermeasures created the proprietary dataset used in the assessment process.

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## SMART/2

Once a client agrees to use the program, he or she will receive a secure URL with accompanying login and password information. *SMART* is equipped with over 850 user-friendly yes or no questions and usually takes about two hours to complete. Since it's Internet based, multiple users can login regardless of geographic location. After the questionnaire is completed, experts from Protective Countermeasures and Consulting will analyze the results and provide up to two hours of consultation. A detailed report follows within five business days.

"*SMART* is ideal for buyers and sellers of real estate and can help estimate the true risk of a particular property," added Mr. Lifrieri. "*SMART* may also help lower insurance premiums. Our software tool can provide documentation to insurance companies pointing out that well thought out risk reduction plans are in place."

A comprehensive *SMART* risk assessment costs \$6,500. The report highlights a facility's critical assets, infrastructure, relevant threats and vulnerabilities, and proposed countermeasures. The tool also examines emergency operations and continuity of operations plans.

### **About Protective Countermeasures**

The company was founded by Sal Lifrieri, who was the Director of Security and Intelligence Operations for New York City's Office of Emergency Management and a former Executive Vice President of Diversified Security Solutions (AMEX: DVS). In addition to providing threat and vulnerability assessment services to clients, the company specializes in counter espionage and counter terrorism, and offers canine explosive detection services. In addition to Fortune 1000 companies, Protective Countermeasures clients include owners and operators of commercial real estate, hotels, banking and financial institutions, hospitals and universities.

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