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**Launch of new iPhone App to Increase Safety and Efficiency in Oil & Gas Industry**

Austin, TX –based technology firm Safety on Demand, LLC introduces a new mobile app designed to revolutionize safety reporting processes and procedures for the oil and gas industry. SafetyKick™ is the only mobile, safety, data collection app of its kind on the market. Simple, efficient and customizable, SafetyKick makes the safety reporting process more timely, cost-effective, and useful, contributing to healthier bottom lines.

The mobile app creates safer working environments, resulting in fewer work-related injuries and potentially lower insurance premiums. Additional benefits of the application include: improved project timeliness, increased data accuracy, risk mitigation, cost savings, and resource efficiencies.

Funded through private investors and created by Austin-based software development firm Growth Acceleration Partners, SafetyKick is cutting edge technology, streamlining traditional paper processes. Integrated with photo uploads, customized forms and unique add-ons, the app is compatible with regulatory entities, bringing mandatory and voluntary reports into a paperless, real-time platform.

“It is really cool to be in a position to save lives and improve workplace safety. We are offering direct communication between field and office workers, thus shortening the work flow process. At its core, the app takes a technology device that we are all carrying around in our back pockets each and every day, and uses it for a highly productive purpose.” – James Ehrlich, President, Safety on Demand.

Houston-based HBW Resources is the sales and marketing partner for SafetyKick. Together with the Consumer Energy Alliance, the firm represents energy industry players, corporations and associations. HBW expects to add hundreds of customers to the Safety Kick online community in early 2013.

“Not only are we excited about the short term benefits of SafetyKick for our customers and partners, but we are intrigued at the prospect of having a long term, analytical view of overall safety issues facing the fast-paced and highly productive oil and gas industry in the U.S.” – Paul Looney, Executive Vice President for Strategic Development, HBW Resources.

Safety Kick is currently available for Apple users (iPhone, iTouch and iPad) as a free download and low monthly subscription rate. For more information, please contact James Ehrlich at 512-419-9052 or visit [www.safetykick.com](http://www.safetykick.com). ###