



# Family Watchdog

Family Watchdog is a company driven to provide awareness to people when they need it most. We are the world's leading database for Registered Sex Offenders. We don't just stop there - we also have safety topics, such as product recalls and FDA alerts. We even offer notifications to our followers, telling them when an offender moves in/out of their area, as well as any recalls or weather alerts.

People want the information we offer!

Key to its success, Family Watchdog uses easy-to-use web technology to help people achieve security through awareness, education and community. Family Watchdog offers tools that enable users to proactively inform, educate and protect themselves, their families and their community.

## ***Why use Family Watchdog for my advertising purposes?***

With over two million monthly visitors concerned about their family's safety, Family Watchdog can help you attract new customers, create brand identity, increase revenue, and participate in community awareness programs by directing targeted and relevant information to our consumers.

## ***Who uses Family Watchdog?***

Family Watchdog is regularly featured on TV and radio shows such as Oprah, Dr. Phil, Bill O'Reilly, CBS News, NBC News, Fox News and countless others. Which helps us reach about 15 Million page views a month!

Other users and supporters include parents, educators, public safety personnel, PTAs, community groups and volunteer programs. The list goes on and on!

Endorsed by people from all walks of life including law enforcement and government officials, educators, child safety advocates and celebrities alike, Family Watchdog promotes family safety and crime prevention. Our supporters and service garners a high-level of confidence and credibility with our visitors. Associating with Family Watchdog provides strong brand recognition to household and family decision makers concerned with ever increasing threats facing their families and communities.



## How can we help?

### *Attract and Retain Customers*

**Advertising** — Let us be your partner in getting your message out. With an inventory of over two hundred million ad impressions and over 4 million emails sent per month, your message will be seen by millions of users in all demographic and geographic areas. We have a variety of avenues that can be used to help provide the traffic and differentiate the market segment you want to reach. Just ask us how...

### *Product Differentiation*

**Integration** — Do you screen job applicants, contractors or potential customers? Could your product benefit from the most accurate and complete database of registered offenders in the U.S. or our other critical safety information? Quickly and easily integrate our information into your products and provide your customers the same important information they get from Family Watchdog.

### *Community*

**Safety Portal** — Leverage Family Watchdog to create a free, co-branded offender registry and safety portal for your customers with very little effort and no site development experience.

### *Generate Revenue*

Combine our offerings to reach more of your potential consumers. Whether it is reacting to new customers, new markets, keeping current customers engaged and happy, showing you care about your communities your serve, or expanding your product benefits.

Family Watchdog  
(<http://familywatchdog.us>)  
FWD Holdings Inc.  
2230 Stafford Road  
Suite 115  
Plainfield, IN 46168  
(949) 209-8768