

New App from Insurance Information Institute Helps Users Prepare For a Catastrophe Before Disaster Strikes

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NEW YORK, August 14, 2012 ? A free mobile disaster preparedness app from the Insurance Information Institute (I.I.I.) delivers checklists, communication tools and vital safety tips to prepare users for hurricanes, wildfire, severe winter weather, earthquakes and other disasters.

The best way to survive a catastrophe both physically and financially is to prepare ahead of time. The I.I.I.'s ?Know Your Plan? app for iPhone provides consumers with a library of preloaded checklists to learn about important property protection and preparedness steps. Customized lists can also be built from scratch. Each checklist gives users options to set task completion dates, chart their progress and make additional notes for individual tasks.

Additional options include functions to share lists with family and friends. Also included are resources to help plan for an evacuation?including one for pets. In the event of a disaster, ?Know Your Plan? incorporates a geotargeted emergency alert feed that guides users to up-to-the-minute information about local evacuation routes and other details about the disaster.

?Know Your Plan? is available in iTunes, or by searching ?Insurance Information Institute? in the App store from any iPhone.

?Over the past decade, insurers paid nearly \$250 billion in claims to millions of victims of disasters all across the United States. In an era when the number and cost of catastrophes is clearly on the rise, this app is a timely, easy-to-use solution that can help speed the repair, rebuilding and recovery process,? said Dr. Robert P. Hartwig, an economist and president of the I.I.I.

All property mitigation information was developed in partnership with the Insurance Institute for Business & Home Safety (IBHS), a widely respected building science research and communications organization. IBHS works to reduce the effects of natural disasters by conducting objective, scientific research *and advocating improved construction, maintenance and preparedness practices.*

“Too many communities were ravaged by a variety of record-setting natural catastrophes in 2010 and 2011, and we want to do whatever we can to prevent such devastation in the future,” said Brenda O’Connor, IBHS senior vice president, Communications. “With the “Know Your Plan” app, we can reach millions of iPhone users and help them take control over the risks they face by preparing now to make their homes and communities more disaster resistant.”

The launch of “Know Your Plan” comes as the busiest period of the Atlantic hurricane season gets underway, and the country continues to struggle with record drought and devastating wildfires. Features include:

-Fully editable checklist templates for:

- Hurricane
- Flood
- Earthquake
- Tornado
- Severe Cold
- Wildfire
- Preparing an Emergency Kit
- Evacuation (including Pet Evacuation)
- plus a Make Your Own Checklist option

-User-customizable notes for individual tasks

-Option to set due dates for completing checklists, and a countdown feature to allow users to track their progress

-Built-in group function to let users share checklists with family and friends via email

-Google Crisis Response feed with access to local emergency information

“Know Your Plan” is the second in a series of apps created by the I.I.I., a nonprofit communications organization whose mission is to improve public understanding of insurance and preparedness. “Know Your Plan” follows the hugely popular Know Your Stuff ? Home Inventory app, which is available for both iPhone and Android platforms.

TV reporters interested in interviewing an I.I.I. spokesperson in both English and Spanish about the “Know Your Plan” app and disaster preparedness issues may also contact Brian Devenny at DS Simon Productions to schedule time during a **Satellite Media Tour on Thursday, August 16th** at 212-736-2727 or 201-696-1875. For interviews at other times, please call the I.I.I. media department at 212-346-5555.

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