

BACKGROUND

Driver's Edge provides a free educational program for young drivers (aged 15-21) teaching real life emergency avoidance and response techniques and overall driver safety. This innovative youth program is taught with an "MTV flavor" by true driving professionals through a unique combination of behind the wheel and classroom experiences. Driver's Edge was specifically developed to address the unacceptably high number of youth related automobile collisions and fatalities that occur each year.

A 501(c)(3) non-profit organization and public charity, Driver's Edge began in June 2002 in Las Vegas, Nev., and has grown into a nationally recognized youth driver education program. After just six months of local Las Vegas programs, our humble beginnings gave way to our first national tour in 2003. Since then, we've educated young drivers on the national tour in over 40 different cities across the United States, including places like Atlanta, Baltimore, Boston, Chicago, Cincinnati, Dallas, Denver, Detroit, Las Vegas, Los Angeles, Minneapolis, Nashville, New York, Oakland, Phoenix, Richmond, Salt Lake City, San Francisco, Seattle and Washington, D.C. In 2008, we'll visit 17 cities, while also conducting regularly scheduled programs in Las Vegas and Reno, Nev.

Since our inception, nearly 43,000 young drivers and their parents have attended Driver's Edge. By the end of 2008, we will have educated well over 55,000 students and parents.

In a short period of time we believe we have already made a difference and we strive to continue to do so. Our research indicates a 53 percent reduction in collisions among drivers aged 16-18 over a 12 month period since attending our program (1,000 Las Vegas area Driver's Edge attendees, aged 16-18, were polled 12 months after attendance against a control group of 1,000 Las Vegas area teens, aged 16-18, that had not attended our program.)

Research also indicates that teens believe Driver's Edge is highly effective. Of 2,000 national program attendees that were polled 12 months after their attendance, 100 percent believe the program is valuable and would recommend it to friends. One hundred percent believe the program made them safer and more aware drivers. Since taking the program, 82 percent responded that the skills experienced in the program helped them avoid a potential collision. Of those that had collisions in the 12 months since attending our program, 78 percent responded that the collision was not their fault (i.e., they were not cited) and 71 percent responded that the skills they learned at Driver's Edge helped to prevent the collision from being worse.

We have received more than 25 Proclamations of Recognition from various local governments around the country, including two from the United States Congress.

We've received television network affiliate and local press coverage in every city we've visited, and we've had national exposure with Good Morning America, the CBS Early Show, Fox News, ABC Family, Newsweek, Autoweek, Better Homes & Gardens, Good Housekeeping and USA Today.

We are solely funded by charitable donations, public grants and corporate sponsorships.

For more information, please visit www.driversedge.org or contact Jeff Payne, founder and chief executive officer of Driver's Edge, or Steven Tepper, president and chief operating officer of Driver's Edge, at the contact information below.