

ALLSECURE GLOBAL AN APPLIED MITIGATION SCIENCES COMPANY

CRISIS PREPAREDNESS SOLUTIONS FOR ULTRA-AFFLUENT FAMILIES WORLDWIDE

The contents of this document and the ***“AllSecure Global 2011 Annual Survey on the Security and Preparedness Concerns of the Global Elite”***[®] may reproduced in whole or in part with the proper attribution of such content to AllSecure Global, LLC.

AllSecure Global Releases its 2011 Annual Survey on the Concerns of the Global Elite.

As the world becomes increasingly more unstable, AllSecure Global surveys the world's elite and ultra-wealthy on a regional basis to determine their top security and preparedness concerns.

FOR IMMEDIATE RELEASE

March 15, 2011 – This year is shaping up to be a year of increasingly heightened concern for the world's ultra-wealthy. The worldwide economic slump, the looming nuclear crisis in Japan in conjunction with the earthquake and resulting tsunami, numerous political crises, and changing weather patterns have contributed to an instability in the world's economies and governments that has not been seen in decades.

Every year, AllSecure Global surveys its clients and other ultra-affluent individuals worldwide to identify the top security and preparedness concerns of this exclusive group. While not designed to be a scientific endeavor, the survey provides a snapshot of these concerns and is used by AllSecure Global to help clients prepare for and mitigate these potential situations.

Globally, the prolonged economic situation has clearly had an effect on the world's elite, at least in their psyche if not in their portfolios. Overall, the top issues identified in our annual survey on the concerns of the global elite are economic collapse and hyperinflation. This was followed closely by concerns about social unrest and political instability.

The threat of kidnapping continues to be a large concern as the once private lifestyles of the elite are shown to wide audience through increasingly interconnected global media channels. Pandemics and natural disasters continue to be a concern but it is worth noting that identity and personal information theft continue to be top issues and appear to be growing as a concern of the wealthy.

Additionally, we note that technology registered on the list of concerns for 2011 for the first time. While it did not make the top nine concerns, it shows that even the global elite are, in the age of social media and its impact, concerned about the role that technology will play in shaping their lives and their fortunes.

While we strive to include responses worldwide, we do note some notable absences in our 2011 survey. Accordingly, for 2012, we will include responses from the ultra-wealthy in South and Central America. Additionally, we will include responses from the Middle East and the Asia-Pacific areas.

Lastly, we note that the 2011 survey was conducted before the current crisis in Japan and we suspect that the survey results, if taken currently, would reflect a heightened concern with respect to natural disasters such as earthquakes and tsunamis as well as concerns over nuclear events. Again, however, the survey provides a snapshot of the current concerns of the ultra-affluent and the results are used to assist in predicting future events and in mitigating such risks and exposures.

AllSecure Global Concerns of the Elite Survey Results

Below is the breakdown of the main concerns of the ultra-wealthy in 2011 by percentage of respondents who identified the area as their main concern:

Globally

1. Economic Collapse/Hyperinflation – 19%
2. Social Unrest/Political Instability – 17%
3. Terrorist Attacks – 16%
4. Kidnapping – 11%
5. Pandemics – 11%
6. Natural Disasters – 10%
7. Identity and Personal Information Theft – 5%
8. Nuclear/Radiological Incidents – 5%
9. Power Grid Failure/EMP Attack – 4%
10. Other Events – 2%

North America

It is worth noting that when the data is broken down into regions, certain areas of the world have very different concerns. In North America, the main concerns of the wealthy are economic issues. Political instability does not rise to the top three concerns as most governments in North America are relatively stable.

The top three concerns in North America are:

1. Economic Collapse/Hyperinflation
2. Terrorist Attacks
3. Natural Disasters

Europe

Terrorist attacks are the primary concern in Europe followed closely by economic and political issues. Given the closeness of the top three concerns in Europe, we would not be surprised to see economic and political concerns rise to the top in 2011.

For Europe, the top three concerns are:

1. Terrorist Attacks
2. Economic Collapse/Hyperinflation
3. Social Unrest/Political Instability

China

Interestingly, concerns about pandemics top the list of concerns in China. This is followed by concerns about social unrest and economic issues. It is worth noting that part of the concerns regarding pandemics comes from the upheaval pandemics would have on social cohesion and societal harmony.

China's top three are:

1. Pandemics
2. Social Unrest/Political Instability
3. Economic Collapse/Hyperinflation

India

Given the Mumbai attacks and the continued threat of terrorism in India, terrorism tops the list of concerns of the elite in India. This is followed by concerns about economic growth (or lack thereof) and political instability.

As the wealth gap grows in India, the wealthy are concerned about being singled out and about the potential for breakdown in social structure.

India's top three concerns are as follows:

1. Terrorist Attacks
2. Economic Collapse/Hyperinflation
3. Social Unrest/Political Instability

Africa

The crises in Tunisia and Egypt have begun to shake the foundations of social structure on the African continent. Other governments that were considered stable are now coming into play – causing great concern for the wealthy on the continent. While not specifically reflected in the 2011 survey results, Libya is obviously a major worry.

Kidnapping is increasingly a concern as the wealthy have become targets for both extremists and political opponents. Terrorism remains an issue as the worry is that more moderate governments will be replaced by radicalized leadership.

In Africa, the top three concerns are:

1. Social Unrest/Political Instability
2. Economic Collapse/Hyperinflation
3. Kidnapping

About AllSecure Global.

AllSecure Global provides custom crisis preparedness and lifestyle risk management solutions to ultra-high net worth families and high profile individuals worldwide to protect them against political and civil disturbances, hyperinflation, terrorism, climate change, natural and man-made disasters, and societal instability/disturbances.

AllSecure Global prepares its clients to survive in the event of terrorist attacks, natural disasters, pandemics, social unrest, economic collapse, chemical and biological attacks, infrastructure failure, power grid failure, nuclear/radiological incidents, and other crisis type events.

AllSecure Global's offerings include customized preparedness services, evacuation services, college/exchange student preparation, expatriate services, safe house programs, executive services, yacht and jet preparation, and many other specialized services.

All of AllSecure Global's offerings are "turn key" and all necessary equipment and supplies are provided. AllSecure Global provides its services worldwide. Its services are discrete and confidential and are designed to provide safety and security without drawing unwelcome attention.

More information can be found at www.allsecureglobal.com or by contacting Roy Edwards at 202-713-9350.

You can also visit our blog at www.WhyYouShouldWorry.com.

#

AllSecure Global is dedicated to increasing the preparedness of its clients and their families for natural and man-made disasters, terrorist attacks and social disorder through education, preparation and training. More information can be found at www.allsecureglobal.com or by contacting Roy Edwards at 202-713-9350.