



Agency Name Here and Arbella Combat Distracted Driving by Making Text-blocking Technology Solution More Affordable for Drivers

Cellcontrol™ technology eliminates temptation to talk, text and email while driving

QUINCY, Mass. — May XX, 2013 — Continuing a campaign to change the dangerous behavior of driving while distracted, the [Arbella Insurance Foundation](#) (“Arbella”), along with **Agency Name Here**, is now making a state-of-the-art text-blocking technology solution more affordable to hundreds of drivers in an effort to curb multi-tasking at the wheel.

Arbella will subsidize the purchase of a [Cellcontrol™](#) device and one year of enhanced monitoring service (retail price \$125, price with Arbella discount \$25*) for the first 700 people who sign up using a discount promo code. Promo codes can be obtained through the agents at **Agency Name**, who have agreed to donate their time to help promote this initiative on behalf of the Foundation. This offer is available to all members of the public, regardless of where they purchase auto insurance or who their insurer is.

“Sending a text message while driving increases the risk of a crash by 23 times, and more than 3,000 people are killed each year in crashes involving a distracted driver,” said **Agency Principal/Contact, Title of Agency Name**. “The epidemic of distracted driving, particularly among teens, continues to worsen. Our agency believes strongly that using text-blocking technology is another important step toward helping drivers break the mobile phone addiction and keep their eyes on the road. Arbella is making this solution more affordable with the hope that it will help put an end to distracted driving tragedies in our communities.”

Cellcontrol's award-winning technology eliminates the temptation to talk, text, email and surf the web while driving. The device (called a “trigger”) plugs into the on-board-diagnostics (OBD) port in your car and gives you the power to manage a driver's phone usage while the car is in motion. It disables texting while the car is in use and can also be programmed to block incoming and outgoing calls, apps, email and web browsing if desired.

Unlike other solutions, which only monitor the movement of the phone, Cellcontrol uses multiple data sources to completely prevent all phone use while the car is moving and the driver is driving. Since driver safety is of utmost concern, Cellcontrol always allows emergency numbers to remain active. As a parent, you can also add approved numbers you wish to enable while your child is behind the wheel. And if the device is removed or tampered with, you will be notified.

Cellcontrol is compatible with more than 1,500 mobile handsets, tablets and handheld computers across all leading domestic and international mobile service providers, and is available for vehicles of all sizes.

“We're trying to make this as simple as possible for folks,” continued **Agency Principal/Contact**. “Drivers who purchase using the promo code will receive the Cellcontrol trigger in the mail, then register their phone online and set their family usage policy. Finally, they'll download the software and plug the Cellcontrol trigger into the vehicle. No tools or training are needed.”

Arbella began its campaign against distracted driving in 2010, with the unveiling the state-of-the-art [Distractology 101](#), an interactive program that educates new drivers about the dangers of distracted driving. The program's centerpiece is a 36-foot-long, neon-yellow mobile classroom outfitted with high-tech driving simulators designed to give new drivers the chance to experience

the perils of distracted driving, including texting while driving. To date, more than 4,000 new drivers (those who have been licensed less than three years or have a learner's permit) have completed the Distractology 101 training. In 2012, 97% percent of students surveyed said the experience was effective or extremely effective, and 82% said they would recommend the experience to a friend.

To receive a promo code for the \$25* Cellcontrol package, contact **Agency Principal/Contact**, of **Agency Name**.

**limited supply, \$60 thereafter. Cellcontrol works with all Androids, BlackBerrys, and most Windows mobile phones. Cellcontrol plans to offer iPhone functionality in the near future.*

About Agency Name

Agency information here. Sample:

Since issuing our first fire insurance policy in 1827, Agency Name has grown from a small local insurance agency to one of Western Massachusetts largest regional insurance agencies. We are licensed to sell insurance throughout the Northeast and currently insure over 6500 individuals and families as well as 1700 businesses. Proving to each client that we pride ourselves in believing that quality and honesty shall be the benchmarks of our success and that our level of service shall determine client satisfaction, we are a business built on Service and Integrity.

About the Arbella Insurance Group and the Arbella Insurance Foundation

Established in 1988, the Arbella Insurance Group (www.arbella.com) is a company with more than \$600M in revenue with approximately \$1B in assets, headquartered in Quincy, Massachusetts. Arbella is a customer-focused regional property and casualty insurance company, providing personal and business insurance in Massachusetts and Connecticut, and business insurance in Rhode Island and New Hampshire. Arbella Insurance Group founded the Arbella Insurance Foundation in 2004. The mission of Arbella's Foundation is to engage in activities and to support not-for-profit organizations that have a significant positive impact on the people and communities served by Arbella.

About Cellcontrol

Established in 2009, Cellcontrol is the world's leading technology to stop distracted driving for vehicles ranging from passenger to commercial trucks. The company's patented non-pairing Bluetooth signaling technology integrates directly with a vehicle's onboard electronics, and eliminates a driver's ability to talk, text, email and browse on multiple devices while the vehicle is in motion. Cellcontrol's technology has been recognized by the Consumer Electronics Show and the National Traffic Safety Institute, and is used by families and Fortune 500 companies. For more information on the Baton Rouge, La.-based company, visit www.cellcontrol.com and follow @Cellcontrol.

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For more information:

{AGENCY CONTACT PERSON}

{PHONE}

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