



TALKING POINTS/KEY MESSAGES:

When speaking about the Cellcontrol program, there are three main messages you'll want to communicate:

1. **Distracted driving is a serious problem, and something needs to be done.**
Distracted driving is an epidemic in the U.S.: more than 3,000 people are killed and almost half a million are injured in accidents related to distracted driving each year. When you text while driving, you're 23 percent more likely to be in a crash or barely avoid one. Studies have even shown that sending or receiving a text takes a driver's eyes off the road for an average of 4.6 seconds, the equivalent of driving the length of an entire football field at 55 mph, blind.
2. **The Arbella Insurance Foundation ("Arbella") is continuing its campaign to combat distracted driving by making text-blocking technology more affordable for drivers. We're proud to partner with Arbella in this important mission.**
The epidemic of distracted driving, particularly among teens, continues to worsen. Arbella believes strongly that using text-blocking technology like Cellcontrol is another important step toward helping drivers break the mobile phone addiction and keep their eyes on the road. The Foundation is offering to subsidize about 700 Cellcontrol packages so that people will hopefully be more inclined to try it and help put an end to distracted driving tragedies in our communities. After the first 700 are sold, the consumer can still purchase Cellcontrol at the still discounted rate of \$60 using the Arbella discounted code. Our agency is volunteering our time to help promote this subsidy program.
3. **Our agency is standing with Arbella to lead a safety movement.**
We want to help drivers of all ages keep their eyes on the road and off their devices. If we help save even one life, we'll have made a difference.

FREQUENTLY ASKED QUESTIONS:

Following are questions you may be asked. We've included suggested responses for use during conversations and media interviews.

Q: How does this program work?

A: The Arbella Insurance Foundation is a charitable entity dedicated to promoting safe driving. The parties have created a safe driving initiative where the Foundation will subsidize the first 700 purchases of the Cellcontrol Product when purchased using the Arbella promotion code. Promo codes can be obtained through designated independent agents who can be found on www.arbella.com by clicking on the "find a local independent agent" icon. These agents have agreed to donate their time to help promote this initiative on behalf of the Foundation. Once the first 700 are sold, purchasers can still buy the Product at the discounted rate of \$60. Purchases made at the \$25 dollar subsidized rate are limited to 2 per household any amount can be purchased at the discounted rate of \$60. Promo codes are available to anyone, regardless of how they purchased their insurance or who they are insured with. Purchases under this offer include the Cellcontrol trigger, an online personalized account and a free 12-month upgrade from the basic monthly monitoring plan to Enhanced Monitoring. At the end of the first year, Cellcontrol will offer purchasers an annual renewal of the Enhanced Monitoring at the rate of \$3/month. Purchasers are not obligated to accept the Enhanced Monitoring and

may elect to continue use under the Basic Plan. Enhanced Monitoring provides additional information to the account owner such as when a driver exceeds speeds over a predetermined limit, the number of "hard brakes" that occurred and miles driven. The Basic monthly monitoring service has fewer reporting features but still blocks and monitors texting and calls as configured by the administrator.

Q: Who is eligible for the \$25 Cellcontrol price?

A: Anyone who wants to try Cellcontrol for the subsidized rate of \$25. After the first 700 are sold at \$25, a consumer can still use the code to discount the purchase to \$60.

Q: Do I have to have Arbella insurance to qualify?

A: No. This offer is not restricted to Arbella customers. Since this is a Foundation-sponsored Public service initiative, it does not matter how the consumer purchased their insurance or who they are insured with.

Q: Why is this program important to you as an agent?

A: It's part of my commitment to my community. Distracted driving is a serious problem, and it's time to do something about it. I'm proud to be a part of this program, which is helping to curb distractions at the wheel by making text-blocking technology more affordable.

Q: How does Cellcontrol work?

A: Cellcontrol uses a patent pending technology to determine the movement of a car and enforce how a teen or other family driver can use a phone while driving, based on a policy defined by the parents.

Q: How long does it take to install and set up the Cellcontrol service?

A: After purchasing and receiving the discounted trigger, setup is simple – there are 3 steps:

- Set up your account and family usage policy on Cellcontrol's web-based activation site.
- Download the software by clicking on a link that is automatically sent to the phone when the account is set up.
- Plug the Cellcontrol trigger unit into your vehicle – no tools or training required.

Q: What if my driver has an emergency; can he/she make a call?

A: Yes. Cellcontrol ALWAYS allows for emergency calls to 911. In addition, a parent or administrator can define a "White List" of phone numbers that can be called at any time.

Q: What if my teen finds a way to disable the device in the car?

A: Cellcontrol notifies the administrator when the driver has removed the trigger.

Q: Does Cellcontrol start blocking right when I turn on the car?

A: No. The service determines exactly when the car is in motion and applies blocking based on actual vehicle movement. This allows a phone to be used normally whenever the vehicle is in a safe, non-moving state, even if the engine is running.

Q: Will Cellcontrol work in every car?

A: Cellcontrol supports all cars and light trucks manufactured since 1996 (as long as the phone being used works with the Cellcontrol technology).

Q: Is Cellcontrol compatible with all mobile phones?

A: Cellcontrol works with all Androids, BlackBerrys and most Windows mobile phones. In addition, it covers many of the newer feature-phones sold now, particularly those using the Brew operating platform. Cellcontrol anticipates having iPhone coverage shortly – check www.cellcontrol.com periodically for updates!

Q: Can the device be programmed to block more than one phone in the car at one time?

A: Yes. The technology allows for a single mobile device or multiple mobile devices to be blocked if needed. Cellcontrol also works with laptops and tablets.

Q: Does the device disable all cell service in the car or just the programmed phone?

A: The Cellcontrol trigger will only block mobile phones assigned to the policy *and* that have downloaded the app. This policy applies to a maximum of six drivers.

Q: Is the device transferable between cars?

A: Yes, the Cellcontrol trigger can move from car-to-car, to a rental car, etc. Simply put, the device can plug and play in any vehicle in which the driver desires blocking.

Q: Why did Arbella choose Cellcontrol and not another text-blocking technology?

A: 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.

Q: How much will it cost to continue the service after the yearlong discount expires?

A: After 12 months, the consumer may elect to renew the Enhanced monthly monitoring service for \$3/month or they may decide to switch to the Basic monthly monitoring service, which should continue at no additional charge. The Basic monthly monitoring service has less reporting features but still blocks and monitors texting and calls as configured by the administrator.

Q: What if I can't figure out if a phone is compatible with the Cellcontrol Technology?

A: Cellcontrol works with all Androids, BlackBerrys, and most Windows mobile phones but as of this printing, the iPhone was not compatible. Cellcontrol plans to offer iPhone functionality in the near future so check back with them periodically. The Product's description, functionality and limitations are more fully described on the Cellcontrol homepage at www.cellcontrol.com. You can also call 888-896-9753 to learn more.

Q: What if something goes wrong with installation or use of the Cellcontrol Product?

A: All purchases are made directly from Cellcontrol and any and all issues regarding purchase, use or problems should be directed to Cellcontrol. The Foundation's only financial role in this initiative is to provide a limited amount of subsidy to those who purchase CellControl. The Foundation does not receive any money from the sale or renewal of the Product. The Foundation does not endorse, warrant or guarantee any claims made by Cellcontrol including the functionality, quality or effectiveness of their Product. The Foundation specifically disclaims any liability for any damages, claims (including bodily injury or death) that arise as a result of this initiative or any purchase made thereunder. The parties reserve the right to discontinue the discount at any time.

For additional assistance, please contact:

Danny Corcoran
Arbella
617.769.3309
Daniel.Corcoran@arbella.com

Christine Williamson
Greenough
617.275.6528
cwilliamson@greenough.biz

