

For Immediate Release

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**LUCRATIVE INNOVATIONS, INC. ANNOUNCES THE RELEASE OF
COVERT ALERT ON THE ITUNES APP STORE September 08, 2015**

Hands Free Activation of this safety App in an Emergency Situation is now available for the first time ever.

SEPTEMBER 22, 2015 (Indianapolis, Indiana) - Covert Alert is the first Hands Free Speech Activated safety App on the market today. Covert Alert, once activated, not only sends a message to the users designated contacts, but provides a link for tracking the user in real time GPS, while recording the emergency event not only on your local device, but on secure servers for future retrieval, and the recordings are crystal clear. Seldom do you have the use of your hands to activate an alert in an emergency, now family, friends, and confidants, may be notified by just stating your keywords. Covert Alert supports both iPhones and iPads and is updated for iOS 9.

Although the App is designed for Emergency situations primarily, it contains additional texting options that may be used privately in non-emergency situations. Covert Texting to specific friends, co-workers, confidants, or family may be used in uncomfortable situations you want removed from; long extended meetings; social events you want to leave but need an excuse; and in many other settings that require the need for a confidential messaging system. Covert Alert is not a tracking device, nor is it designed to violate the users privacy, however, when a user is in an emergency situation and they activate the app, Covert Alert may add needed seconds to assist in that emergency situation.

“Make your Smart Phone your Safe Phone” says Kim Worland, Vice President of Media Relations, “the added seconds may mean the difference between Safe and Sorry”. There is no monthly subscription cost for Covert Alert, just a single one time fee to add that extra layer of protection we all need. Visit www.covertalert.com for more information about all of the unique features, or follow us on Facebook, Twitter, or Instagram.

ABOUT LUCRATIVE INNOVATIONS, INC.

The Company is located in downtown Indianapolis, Indiana and was founded in 2014. Innovation leads to simplicity is the Company's mission and they are dedicated in the development of applications and software for business and individual consumers in the area of safety, security, and public awareness.

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