

Legal Equalizer, Inc.

Creators of the Legal Equalizer App

Press Kit

App Available: November 3, 2015

Legal Equalizer, LLC

Atlanta, GA

Press Contact Email: mbye@legaleqapp.com

Letter of Introduction

Legal Equalizer, LLC, a Georgia Limited Liability Company, is a privately owned start-up that features a multi-faceted app, *The Legal Equalizer App*, which is aimed at promoting positive police encounters through a more legally informed citizenry. Oftentimes, ambiguity, uncertainty, and misinformation concerning the law results in unnecessary conflict between citizens and law officials. The *Legal Equalizer App* is a crash course for citizens on what to do and what not to do when encountering law enforcement. It also serves as a tool of evidence should one's rights be violated.

Features include an introduction to Constitutional rights, an emergency button which records the interaction between the user and law official, a "stream-to-cloud" recording, and a "text alert" that sends a text message alert along with a recording to three emergency contacts. Updates will include multi-lingual options, as well as other features that will make the experience fitting for any type of user. Legal Equalizer will be available for Smartphone Users on the App Store and Google Play Store.

Not only do the people see the need for the app, they support it financially. From July 1, until now, we have been fortunate to secure \$38,000 through a combination of investors and crowd funding. These funds have been used to create our website, purchase our equipment, and pay for app development. We have had two updates thus far, and another update for the App will be released to the public by Fall 2015.

The social demand for this product means the market opportunity for our app is tremendous and subject to a high growth trend, as shown above. There is no other app on the market quite like *Legal Equalizer*, and with our team and strategic plan the *Legal Equalizer App* will become the legal app of choice for Smartphone users.

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For follow-up Interviews or Questions, please contact Mbye Njie at mbye@legaleqapp.com.

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Company Profile

Mbye Njie - CEO

Mbye, at his heart, is a salesman. His years of sales experience and relationship building (at companies like Apple, Allstate, etc.) provides the background necessary for reaching a wide array of potential users with a product that he feels will save lives and educate many who do not know their rights.

Mbye graduated from Davidson College and has an extensive background in Sales and Marketing.

Martin Davis - CTO

Martin is our resident techie. He is a Apple enthusiast and engineer whose 12 years of systems admin experience matched with his passion for technology provide Legal Equalizer's solid infrastructure and amazing user experience.

Martin studied at Georgia Tech and University of Central Florida.

Thomas Headen - CLO

Thomas is our resident legal eagle. He is the consummate business professional who ensures that we keep in compliance and minimize risk by letting us know where our boundaries lie legally.

Thomas graduated from University of Richmond (T.C. Williams School of Law) with his Juris Doctor and from Davidson College with his Bachelor of Arts degree in Religion.

Duane Tyndale - Director of Operations

Duane is our "i" dotter and the "t" crosser. He is the one that ensures that we keep everything straight while ensuring we don't stop progressing. He's worked at Apple as well as a tech company that focused on digital compliance for the financial industry.

Duane graduated from AIU with a Bachelor's degree in Business Administration: Marketing concentration.

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Product Information

Legal Equalizer App:

The Legal Equalizer App is aimed at promoting positive police encounters through a more legally informed citizenry.

Our app will assist both law enforcement and the citizens by correctly educating users on their legal rights, and serving as a tool of evidence should one's rights be violated.

Features:

Automatic Recording:

When you launch LegalEQ, the app starts recording immediately to capture video and audio of the entire interaction. When the app is closed, a link to a copy of the entire interaction is sent to your emergency contacts.

Know Your Rights:

Once the LegalEQ app is launched, a list of your rights will appear based on your GPS location.

SMS Texts to Emergency Contacts:

Via the SOS Panic button in the LegalEQ app, a message is sent alerting your top 3 emergency contacts that you have been pulled over. The message includes a timestamp and your location.

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Recent Press Publications

Trendy Techie: Legal Equalizer App Levels the Field when Interacting with Police

<http://trendytechie.ca/2015/08/10/legal-equalizer-app-levels-the-field-when-interacting-with-police/>

Huffington Post Black Voices: A man is fighting police racial profiling black people with this app.

http://www.huffingtonpost.com/entry/a-man-is-fighting-police-racial-profiling-black-people-with-this-app_55b652b5e4b0224d8832d007

Politic 365: Can You Hear Me Now: Cell Phone Video is Powerful Tool...

<http://politic365.com/2015/07/17/can-you-hear-me-now-cell-phones-protect-civil-rights/>

EURWeb: New Legal Equalizer App Aims to Counter Racial Profiling (WATCH)

<http://www.eurweb.com/2015/07/new-legal-equalizer-app-aims-to-counter-racial-profiling-watch/>

OkayPlayer: New Mobile App Hopes To Proactively Combat Police Racial Profiling

<http://www.okayplayer.com/news/legal-equalizer-racial-profiling-app.html>

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Interviews

Digital Good Times:

LEGAL EQUALIZER APP - USING TECH TO COMBAT POLICE INJUSTICE

<http://digigoodtimes.com/ep-35-mbye-njie-of-the-legal-equalizer-app-using-tech-to-combat-police-injustice/>

Bossip:

Slaying Goliath with David D: Justice Served: Fight Police Brutality With This App

<https://www.youtube.com/watch?v=CtZBJV4rQq4>

Sirius XM News and Issues:

Karen Hunter Show: #WeOwnTech Mbye Njie Legal Equalizer App CEO: A little piece of mind when dealing w/ Police

<https://soundcloud.com/siriusxm-news-issues/weowntech-mbye-njie-ceo-at-legal-equalizer-app-a-little-piece-of-mind-when-dealing-w-police>

CBC Radio (Radio One):

As It Happens with Carol Off and Jeff Douglas: New app to help curb racial profiling by police

<http://www.cbc.ca/radio/asithappens/as-it-happens-wednesday-edition-1.3172504/new-app-to-help-curb-racial-profiling-by-police-1.3172841>