

Nation's Largest Critical Incident Response Providers Merge Networks

Leading crisis intervention companies form single network and advisory board

Grand Rapids, Mi. and Atlanta, Ga. -- May 6, 2004 – Grand Rapids-based Crisis Care Network, Inc. and Atlanta-based Crisis Management International, Inc. have announced a strategic merger of the Critical Incident Response Division of CMI into the CCN organization. Crisis Care Network will assume operational control of the response business. The partnership will become operationally effective July 1, 2004. This agreement will significantly broaden the response network coverage and availability for CCN while allowing CMI to focus on its crisis preparedness services. Financial terms of the agreement will not be disclosed.

As part of this merger, Crisis Care Network will establish a clinical advisory board, including industry experts, practitioner associations, human resources professionals, and academic and research communities, whose mission will be to define the next generation of standard of care for critical incident response. The goal will be to incorporate the best elements of the traditional Critical Incident Stress Management (CISM) model, the CMI resiliency program, and emerging empirically-based approaches to early crisis intervention.

“This transaction significantly raises the bar as we lead the industry towards a higher standard of care, a new level of enhanced customer service, and a more rigorous credentialing requirement for the combined provider network” said Lyle Labardee, CEO of Crisis Care Network.

“This agreement will allow CMI to concentrate on our integrated crisis preparedness services, while becoming aligned with the largest and most sophisticated critical incident response network in the world. It is truly a win-win situation,” said Bruce Blythe, CEO of Crisis Management International.

Both CCN and CMI will be exhibiting at the EASNA 16th Annual Institute Conference in Ottawa, Canada, May 13-15, 2004.

About Crisis Care Network

Crisis Care Network, Inc. is the leading provider of Critical Incident Response services, training and resources. With advanced on-line dispatch and reporting technology, CCN provides 24 x 7 telephonic and on-site interventions to employers, employee assistance programs, and insurers.

About Crisis Management International



Crisis Care Network, Inc. is an Atlanta-based crisis consulting firm that provides crisis preparedness services to employers worldwide. In situations ranging from natural disasters to terrorist attacks, CMI has enhanced and promoted individual and organizational crisis recovery.

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With the agreement between Crisis Care Network and CMI's Critical Incident Response Division, we know that people will have important questions. We are happy to discuss any concerns, but the below information covers some of the anticipated topics and questions.

1. How will this agreement affect me as a client?

By merging CMI's response capabilities into the CCN organization, we will broaden our network coverage and availability to serve you better. We will also provide a consistent model of care that will unify the industry. As part of the agreement, we will establish a Clinical Advisory Board whose mission will be to combine the best elements of CISM, CMI's resiliency program and emerging empirically-based approaches to define the next generation of standard of care for the industry. Once the merger is operationally complete, all clients will have access to CCNetWeb, which is a web-enabled virtual "back office" that allows clients to track outcomes and obtain reports.

2. Why is CMI's Critical Incident Response Division merging with CCN?

The agreement between CCN and CMI allows each company to focus on their core competencies to serve their clients better. CCN will focus on critical incident response, while CMI concentrates on their integrated crisis preparedness services. Also, this agreement will form a broader network for increased coverage and unifies the industry with a consistent model of crisis intervention.

3. Who will retain management control of the response company and whose protocols will be used?

Crisis Care Network will manage the company, and their operational protocols will be used. CMI will still be involved in the content and model development through the Clinical Advisory Board.

4. When is this agreement going to take effect?

The agreement will become operationally effective July 1, 2004. It is important that until then, clients should continue to use their current provider to allow us to complete the transition. To ensure a smooth transition, CMI and CCN will merge networks and work with clients to input specific information into CCN's system.

5. What "debriefing" model will be used?

As part of the agreement between CCN and CMI, we will establish a Clinical Advisory Board including industry experts, practitioner associations, human resources professionals, and academic and research communities whose mission will be to define the next generation of standard of care for critical incident response. The goal will be to incorporate the best elements of the traditional Critical Incident Stress Management (CISM), CMI's resiliency program and emerging empirically-based approaches. Under the guidance of the Clinical Advisory Board, CCN will transition to a new model, which incorporates best practice elements.

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6. Will I still be able to get CISD or CISM services as we are accustomed?

Due to the evolving nature of the industry, both companies altered the traditional methods to be appropriate and effective in the corporate environment. Thus, you will still be able to get the services as you are accustomed, but over time CCN will benefit from the guidance of the Clinical Advisory Board and feedback from our customers to continually improve the methods and services delivered.

7. What changes will I see immediately? What changes will I see over time?

CCN clients will not see any changes immediately, and the only change that CMI clients will initially see is a change of telephone number. The services will still be delivered in the highest quality manner that you are used to. With the expanded network, you may also see even a quicker response to your service request. Over time, you will see continual improvements as we benefit from the guidance of the Clinical Advisory Board's efforts and direction.

8. Will all of the providers be trained in a consistent model?

Over time, our providers will go through additional training using in-person and e-learning methods. The Clinical Advisory Board will provide guidance regarding this issue, and you can expect to see more information about it in the coming months.

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