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VINE® to be featured on popular network TV drama
Law & Order SVU will highlight crime victim notification service

Louisville, Ky. — VINE (Victim Information and Notification Everyday), Appriss Inc.’s signature service, will be featured on the next episode of “Law & Order: Special Victims Unit,” the popular NBC crime drama. The episode will air Wednesday, November 2, at 10 p.m. Eastern time. VINE allows crime victims to check on the status of their offender 24 hours a day, 7 days a week and to register to be notified when the offender is released or has some other change in their custody status (escape, transfer, court appearance, etc.). Registration is free at www.vinelink.com.

“This is quite a thrill for us,” said Michael Davis, Appriss CEO. “The show’s producers approached us and asked permission to use VINE in an episode and we were more than happy to give it to them. It’ll be fantastic exposure and hopefully will lead to more crime victims registering so they can stay informed about the status of their offender, which will bring some peace of mind and help keep them safer.”

The VINE program began in Louisville in 1994 in response to the 1993 murder of Mary Byron. She was shot to death on her 21st birthday by her ex-boyfriend who had been jailed for raping her and was released without her knowledge.

In Wednesday’s “Law & Order” episode, a female crime victim receives a call from VINE, notifying her that her offender has been released, giving her the opportunity to take action to protect herself. A link to more information about the VINE service will also be included on the show’s website: www.nbc.com/law-and-order-special-victims-unit, plus there will be an item about the service on the producer’s blog.

(more)

About Appriss

Appriss provides innovative technology solutions that keep communities safe and informed. Services include nationwide programs such as VINE[®], a comprehensive automated victim notification service; JusticeXchange, the nation's largest real-time data network of incarcerated persons; and NPLeX[™], a national electronic tracking system used by tens of thousands of pharmacies and law enforcement investigators to prevent the illegal sale of over-the-counter cold medicine containing pseudoephedrine.

Appriss also specializes in solutions that provide government agencies with innovative ways to manage and provide access to public information, including BuyCrash.com, a revolutionary approach for making accident reports available to the public.

For more information, visit www.appriss.com.

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