

**FOR IMMEDIATE RELEASE**

**RECESSION RATE RELIEF FOR SAFETY SAKE**

**January 5, 2010 – Winnipeg, Manitoba – SafeAndCertified.com Inc. is pleased to announce the official launch of their “Recession Rate Relief For Safety Sake” program. This unique program gives a 67% rate relief over last year’s low industry rates for online Workplace Hazardous Materials Information Systems (WHMIS) training and testing.**

In 2008 when SafeAndCertified.com launched, companies were paying \$50 to \$100 to send people out for Workplace Hazardous Materials Information Systems (WHMIS) training. WHMIS is a required safety training course for almost all employees in Canada. Most workplaces have some form of controlled product, such as a fire extinguisher or copy toner.

“When we entered the market there were a handful of companies offering WHMIS training and testing online at rates of about \$30 per person. Our understanding of the industry saw cost as a barrier to getting employees the training they needed because employers were being financially squeezed from all angles. So our goal was to establish a safety training vehicle that anyone could afford,” said Allan Dubyts, CEO of Safe and Certified.com Inc.

“When we launched we had to recoup our R & D as well as development costs so we came into the market at a \$24 per person rate compared to our competitors, on average \$30 rate. We worked all year to increase our efficiencies and finally we are in a position to offer an \$8 rate, regardless of volume. We’ve coined it, “Recession Rate Relief for Safety Sake,” stated Dubyts proudly.

The \$8 rate was soft launched at the end of 2009 and has been a welcome relief to companies who have to have this training. According to Shirley Canty, Executive Director of the Manitoba Motor Dealers Association (MMDA), “We have had a great interest in the online WHMIS by many of our members. Many are already doing online training for their Sales Staff so they are used to online training. And the \$8 rate is a welcome break given the squeeze many businesses are feeling from the economy.” MMDA is a licensed provider of SafeAndCertified.com WHMIS training to their dealer members.

**About SafeAndCertified.com Inc**

SafeAndCertified.com Inc. is a Winnipeg based company, established in 2008 to deliver online safety training and testing at affordable rates so everyone has the opportunity to work safely.

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