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Hershey Entertainment & Resorts Selects the iTrak Incident Reporting and Risk Management System

OAKVILLE, ONTARIO--(Marketwire - March 23, 2010) - iView Systems, a leading provider of incident-reporting solutions for the loss-prevention environment, today announced Hershey Entertainment & Resorts (HE&R) has selected iView Systems' iTrak Incident Reporting & Risk Management Platform as its corporate-wide incident-reporting solution.

With multiple locations to manage, it was essential that HE&R deploy a standardized platform across its enterprise. iView's iTrak allows HE&R to have a real-time overview of what is happening within its entertainment and corporate environments. Additionally, this enables the company to pull key statistics needed to properly allocate resources and provide the highest levels of patron and staff safety to deliver exceptional customer service. Integrating iView Systems' Lost & Found module as part of its iTrak Solution, HE&R now also has a single loss- prevention operations management suite.

The iTrak Incident Reporting & Risk Management System provides security and loss-prevention departments with a complete integrated risk-management tool. It replaces traditional inefficient and unreliable paper-based systems, enabling more effective deployment of available resources. Its modular design enables purchasing of the relevant modules required for a specific application environment, while offering a complete upgrade path for larger applications and future features.

The iTrak Lost & Found module provides a complete integrated, organized solution for maintaining lost reports and matching them against large found-item databases. HE&R's security staff can respond immediately to inquiries about lost items and has the ability to locate items by date, category, colour, material, manufacturer, serial number and location.

"When searching for an Incident Reporting System, we were looking to acquire a complete solution for our entire corporation. At the time, we did not believe we would be able to find one solution that would handle all of our properties' operational requirements. I was pleased to have been proven wrong with the iTrak System. This product has met and exceeded every one of my expectations." said Charles Gouldner, IT Security Analyst, Hershey Entertainment & Resorts.

"iView Systems is extremely proud that Hershey Entertainment & Resorts has selected our iTrak Incident Reporting & Risk Management System as their company-wide solution. With such a wide range of properties and offerings to their visitors, HE&R has a unique environment that required a dynamic and flexible solution." said James Henderson, Global Accounts Director of iView Systems. "The iTrak integrated desktop provides a complete end-to-end solution to meet their demanding requirements, while also providing them a platform that can continue to grow and adjust to their constantly changing business needs."

Hershey Entertainment & Resorts

Hershey Entertainment & Resorts is a privately held company that was founded in 1927, when Milton S. Hershey separated his chocolate manufacturing operations from his other businesses. All of these non-chocolate producing divisions were reorganized under the name Hershey Estates, which is known today as Hershey Entertainment & Resorts. Hershey Entertainment & Resorts and its subsidiaries own and/or operate the Hersheypark entertainment complex, Hersheypark Arena &

Stadium, ZooAmerica North American Wildlife Park, Hershey Bears AHL Hockey Club, Giant Center, Dutch Wonderland family entertainment complex, The Hotel Hershey, Hershey Lodge, Hershey Highmeadow Campground, Hershey Golf Collection, The Spa At The Hotel Hershey, Hershey Nursery, and Hershey Laundry and Textiles.

About iView

iView Systems addresses the needs of multiple industries for a single desktop incident management and reporting system, providing both an incident and subject-centric solution. iView's core product (iTrak) was developed with extensive consultation with the security and surveillance marketplace. iView Systems has rapidly attained industry recognition for its unique solutions and now provides incident reporting, digital video acquisition, dispatch and visitor management platforms and services to the global security marketplace, including the gaming, banking, corporate security and other loss prevention environments. iView Systems is dedicated to maintaining a consultative process with its clients to ensure that all deployments are optimised to meet their specific requirements, through design, configuration, deployment and post deployment project processes. iView Systems is located in Oakville, Ontario, Canada.

For more information on iView Systems, please visit www.iviewsystems.com.

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