

INTRODUCING OUR ROADRAGEOUS™ AGGRESSIVE DRIVER VIDEO COURSE

MIAMI - In response to public concern over the national epidemic of aggressive driving incidents, American Institute for Public Safety (AIPS) has produced the first full-length video course to deal specifically with aggressive driving and its most extreme manifestation, Road Rage. The RoadRageous™ Aggressive Driver course (also available in classroom format) was co-authored by Dr. Leon James, professor of traffic psychology at the University of Hawaii, and Dr. Arnold Nerenberg, known as "America's Road Rage Therapist" and founder of the Road Rage movement. Generally regarded as the nation's leading aggressive driving/Road Rage experts, the psychologists are members of AIPS' National Advisory Panel.

According to Howard Premer, chief executive of AIPS, the company's various defensive driver courses (both classroom and video) had been revised over the past 18 months to acknowledge and to deal with aggressive driving. "However, after listening to the concerns of state motor vehicle administrators, traffic courts and legislators around the country, we realized that a course specifically aimed at changing aggressive drivers' attitudes and behavior was wanted and needed. We are extremely proud of this new course," he said. Available as a four-hour course or a two-hour supplement to an existing defensive driving program, RoadRageous™ is recommended to courts whose chief judges would see it as a valuable referral technique to deal with repeat offenders, Premer added.

While the RoadRageous™ Aggressive Driver course also is available in a classroom format, the video is attracting the most attention, as states and judicial districts are climbing on to the Distance Learning bandwagon, Mr. Premer said. The fact that the Distance Learning (or home study) option deprives traffic violators of the excuse that traffic school attendance is inconvenient is important to judges and motor vehicle administrators, he noted.

According to Chris Huffman, AIPS chief operating officer, with primary responsibility for introducing RoadRageous™ to the corporate market: "Corporate customers are anxious to utilize the course as a mitigant of their costs in lives, dollars and reputation, deriving from employees' aggressive driving. In fact, the National Highway Transportation Safety Administration has said that motor vehicle crashes on and off the job cost employers almost one third of the \$200-billion and 50,000 fatalities which comprise the annual cost of aggressive driving. In its report on the cost of traffic crashes, NHTSA said, Cost-conscious employers would be wise to evaluate their potential health care savings from traffic safety programs'."

For corporate clients, the classroom format, as well as the Distance Learning video, are both available. Dr. Nerenberg is available to personally train the trainers. The video and workbook anticipate the needs of corporate human resources departments, as well as safety and fleet managers.

American Institute for Public Safety is a Florida corporation, with corporate offices in Los Angeles and Miami. The company has specialized in the use of humor as a delivery mechanism to result in improved learning and comprehension for all of its training and educational products.

American Institute for Public Safety, Inc. (AIPS) saves lives - as well as taxpayer dollars - through effective, nationwide delivery of its proven, innovative training programs. Through its widely acclaimed "Aware Driver"™ courses, the company trains thousands of students every week.

AIPS recently produced the nation's first comprehensive course on aggressive driving ["RoadRageous"™] which concentrates entirely upon its causes and its cures.

The company is the pioneer in using interactive teaching methods, including humor, as a training technique. AIPS uses its proprietary "Interactive Edutainment"© technique in all of its attitude and behavior modification courses, classroom and video distance learning.