



P R A E T O R I A N
G R O U P

200 Green Street, Suite 200
San Francisco, CA 94111

Praetorian Group Fact Sheet

The Company: The Praetorian Group has become the leading online media company in the public safety market by bringing Internet technologies to first responders across the nation and beyond. Praetorian owns and operates PoliceOne.com, FireRescue1.com, EMS1.com, CorrectionsOne.com and Homeland1.com as well as a number of micro sites focusing on niche areas of each market, including firefighter rehabilitation, first responder grants, and volunteer firefighting.

In total, Praetorian operates 19 web sites that reach 1.5 unique visitors each month and count 500,000 police officers, firefighters, corrections officers, EMTs, paramedics and other public safety professionals as members – a significant percentage of the overall U.S. first responder population. In addition, Praetorian trains more than 8,000 officers each year in person through the Calibre Press Street Survival Seminar, the most respected officer safety training program nationwide.

The Mission: For more than 10 years, Praetorian's mission has been to provide resources and cutting-edge information that help first responders stay safer, become better informed and more effectively protect their communities. The company has addressed this mission by taking mainstream internet technology and intelligently tailoring it to fit the very specialized needs of the public safety community. Although generally not comprised of early-adopters, first responders are hungry for information and training resources. Armed with a decade's worth of experience, Praetorian has led the adoption of online content and applications into the daily routines of first responders everywhere.

Primary Web sites: Praetorian's flagship public safety web sites are:

- PoliceOne.com, the leading online resource for law enforcement
- FireRescue1.com, a leading online resource for the firefighting community
- EMS1.com, a leading online resource for EMS personnel
- CorrectionsOne.com, a leading online resource for correctional professionals
- Homeland1.com, a leading online resource for homeland protection professionals

Additional Web sites: Praetorian also owns and operates a number of specialized Web sites within each public safety vertical, including: VolunteerFD.org, FireGrantsHelp.com, PoliceGrantsHelp.com, FireRehab.com, BLUtube.com, FlashoverTV.com, Paramedic.com, ParamedicTV.com, PPE101.com, CopsOnline.com, EMSConnect.com and CorrectionsNation.com.

Customers: Praetorian works with leading public safety companies including TASER International, Verizon, Cisco, Masimo, Sprint-Nextel, Globe, ZOLL and Panasonic.

Target Market: Praetorian Group's Web sites specifically target professionals in the public safety industry. This includes: Law Enforcement & Police, Fire, EMS, Corrections & Homeland Security.

Employees: The Praetorian Group has more than 60 employees across the U.S. and is headquartered in San Francisco with offices in Dallas.

Awards/Honors: Praetorian has been recognized with the following awards and recognitions:

- [2010 Maggie Award Finalist](#)
U.S. Chamber of Commerce
- [2010 Blue Ribbon Small Business Award](#)
U.S. Chamber of Commerce
- [10 Great Media Sites of 2009](#)
BtoB's Media Business Magazine
- [2009 Maggie Award Winner](#)
Western Publishers Association
- [2008 Maggie Award Finalist](#)
Western Publishers Association

Year Established: 1999

Ownership: Privately owned

Revenue:

- \$5 – 10 Million Range
- 20% annual revenue growth year over year

Web site: www.praetoriangroup.com

Location:

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