

The Suggestion Box, Inc. Announces New, Anonymous Anti Theft Reporting System for Retail Stores, Restaurants and Other Businesses

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The Third Party Reporting System Protects Workers From Retribution and Gives the Ability to Report Wrongdoing at the Workplace; Theft in Retail Locations Is an Estimated \$41 Billion a Year

SCOTTSDALE, AZ--(MARKET WIRE)--Oct 30, 2007 -- The Suggestion Box, Inc. (Other OTC:[SGTB.PK](#) - [News](#)), dba [www.TheAnonymousEmail.com](#), announced the full launch of its Anonymous Anti Theft system for businesses. The patent pending, anonymous reporting system allows subscribers to set up anonymous emails for their employees and for customers to report wrongdoing at the workplace or bad service at their stores. Initial testing of the system is being done in approximately 20 Arizona-based Home Depot stores, Harvard Museum, Georgia Tech, restaurants and several other businesses and police stations around the country.

[www.TheAnonymousEmail.com](#) system gives business owners the ability to set up an email template, address it to themselves or other management personnel, and allow workers to send that email to the management anonymously. The employee will simply sign on to the web site, click on a drop down where it says BUSINESS, click on the city that the business is located in, find the store and write an email in the template provided. The AnonymousEmail supplies signs, which are written in English and in Spanish, and have tear sheets that the employee can take home with instructions on how to use the system. The companies and businesses currently testing the system have found that the signs themselves seem to be a deterrent, forewarning the employees that they could easily be caught stealing. The patent pending technology also allows the management to respond to the sender, while the sender continues to remain anonymous.

A major advantage to a business using [www.TheAnonymousEmail.com](#) technology is that it's a third party reporting system. The employee can be confident that he will not be exposed by reporting wrongdoing. He will be the only one that knows he did the reporting and there is no way it can be traced back to his computer. Businesses wanting to test out or use the system can log on to the web site anytime and register.

According to a study released by the National Retail Federation for 2006, total theft in retail stores in the US was approximately \$41.6 billion, which was an increase from 2005. On June 13, 2007, Wal-Mart announced that they were writing approximately \$3 billion off for the year due to theft, approximately \$1.4 billion of that being inside, or employee theft.

ABOUT THE SUGGESTION BOX, INC.

TheAnonymousEmail.com is operated by The Suggestion Box, Inc., and headquartered in Scottsdale, AZ. TheAnonymousEmail was created as a new vehicle of expression. In the spirit of the first amendment, it aspires to extend the freedom of speech to everyone, without forcing anyone to identify themselves.

Except for any historical information, the matters discussed in this press release contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements involve risks and uncertainties. A number of factors could cause actual results to differ from those indicated in the forward-looking statements. Such statements are subject to a number of assumptions, risks and uncertainties. Readers are cautioned that such statements are not guarantees of future performance and those actual results or developments may differ materially from those set forth in the forward-looking statements. The company undertakes no obligation to publicly update or revise forward-looking statements, whether as a result of new information or otherwise.

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Source: The Suggestion Box, Inc.