

For Immediate Release

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**LUCRATIVE INNOVATIONS, INC. ANNOUNCES “HEY SIRI” FEATURE OF
COVERT ALERT ON THE ITUNES APP STORE October 21, 2018**

Hey Siri Activation of this safety App in an Emergency Situation is now available for the first time ever.

OCTOBER 21, 2018 (Indianapolis, Indiana) - Covert Alert is the first Hands Free Speech Activated safety App on the market today. Covert Alert, once activated, not only sends a message to the users designated contacts, but provides a link for tracking the user in real time GPS, while recording the emergency event not only on your local device, but on secure servers for future retrieval, and the recordings are crystal clear. Seldom do you have the use of your hands to activate an alert in an emergency, now family and friends may be notified by just stating your keywords. Covert Alert supports both Android and iPhone devices, and is available for each of their latest versions.

The newest skill being revealed for this app is the “Hey Siri” feature. It allows users that have set up their account with Covert Alert to completely access and send out an alert through their device without even tapping on the application icon. This feature truly speaks lengths to the “handsfree” functionality of the app.

Although the App is designed for Emergency situations primarily, it contains additional texting options that may be used privately in non-emergency situations. Covert Texting to specific friends, co-workers, or family may be used in uncomfortable situations you want removed from; long extended meetings; social events you want to leave but need an excuse; and in many other settings that require the need for a confidential messaging system. Covert Alert is not a tracking device, nor is it designed to violate the users privacy, however, when a user is in an emergency situation and they activate the app, Covert Alert may add needed seconds to assist in that emergency situation.

“We have so much left up our sleeve for this product. People shouldn’t have to be afraid to leave their homes,” says Covert Alert’s CEO, Craig Bracken, “that’s why it’s so important to us that Covert Alert does what it says”. Craig has been working to create and improve this product over the past four years, and has full faith in the quality of product that his application has become. “Covert Alert will continue to expand” explained Bracken, “there is no limit to safety, especially with voice activation”. Users can try out Covert Alert and all of its features, including hey Siri, for free right now on the App store and Google Play. Visit www.covertalert.com for more information about all of the unique features, or follow them on Facebook, Twitter, and Instagram at @covertalert.

ABOUT LUCRATIVE INNOVATIONS, INC.

The Company is located in downtown Indianapolis, Indiana and was founded in 2014. Innovation leads to simplicity is the Company’s mission and they are dedicated in the development of applications and software for business and individual consumers in the area of safety, security, and public awareness.

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