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relationships that last forever...  
**What's your game?**



## Continuity Dynamics and Experiences Unlimited to join forces to bring Gamification to CyberSecurity & Business Continuity Plans

**PRESS RELEASE – September 2, 2014** – Continuity Dynamics, Inc. will be bringing the award-winning Gamification learning methods of Experiences Unlimited, LLC into the realm of Business Continuity and Risk Management Planning. With an emphasis on Fortune 1000 companies, major national associations, public/private sector coordination and the SMB market, that also includes CyberSecurity Planning.

Together, Experiences Unlimited and Continuity Dynamics will create a higher level of engagement across social networks, mobile apps, the web, and in real life to bring engagement to learning. The first area of focus for the two firms will be in the education and development of CyberSecurity Planning.

Ralph Petti, MBCI, CBCP, GRCP, President of Continuity Dynamics, Inc., explained, "All industries need to have more accountability in knowing that their employees are better prepared for the eventuality of a disaster event. For many years, Experiences Unlimited, LLC has been viewed as a pioneer in taking the area of Gamification to heighten the measurement of employees to help ensure that they are prepared to respond to disaster events. The ability of these employees to act decisively can make a big difference in the survival of a company and the safety of their employees - CyberSecurity has become, and will remain, a key area of focus for all firms to add CyberSecurity Planning to Business Continuity Planning."

Jim Wexler, President of Experience Unlimited, LLC, believes that Continuity Dynamics, Inc. is a strong partner with whom to enter into this critical arena, as he stated, "We view Continuity Dynamics, Inc. as a real industry leader with almost 30 years of experience with involvement in some 600 disaster events. As a firm who clearly understands why Gamification is an essential training component in the area of CyberSecurity, they also share our vision that any company - in any industry - should consider this training so that they can educate their employees. All firms are also invited to take our Cyber Prep Test"

"Most businesses have a Business Continuity Plan and train their staff to respond to any disaster event" offered Roberto Ramirez, Publisher of *Survival Insights* magazine. "Without Gamification, they are not able to understand the key areas of improvement needed. CyberSecurity is now a very critical subject."

**Experiences Unlimited, LLC** is headquartered in New York City and has been an advocate of enhanced learning methods since 1997 using Game-Based Promotions for Coca-Cola, Taco Bell, General Mills and Purina. Most recently, MetLife, Citibank and Deloitte have all committed to Game-Based Learnings. Please visit [www.ExperiencesUnlimited.com](http://www.ExperiencesUnlimited.com) for more information.

**Continuity Dynamics, Inc.** is based in Basking Ridge, NJ and provides risk management consulting and solutions to enable businesses to be strategically prepared to help to ensure their survival when disaster strikes. With recognition from the US Senate for their Gulf Region support, media reach on FOX Business News, ABC, Comcast and others, the firm has a global footprint. You may call Continuity Dynamics at their toll-free number: 888.977.7475 or please visit [www.ContinuityDynamics.com](http://www.ContinuityDynamics.com)