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## Helios and Matheson Analytics and Zone Technologies Launch First Real Time Hate Crime Mapping on RedZone Map

*App users can see date and location of reported hate crimes combined with predictive analytics through Artificial Intelligence*

**MIAMI & NEW YORK** (Feb. 23, 2017) – Helios and Matheson Analytics Inc. (NASDAQ: HMNY) and its wholly-owned subsidiary, Zone Technologies Inc. (“Zone”), creator of the [RedZone Map](#) app, today announced the launch of their new, free hate crime map functionality. The first of its kind, the app now allows users to see the location and date of reported hate crimes. This enhanced feature of the RedZone Map app uses geo-mapped crime data to provide an accurate and up-to-date picture of hate crimes across the United States.

“People have a right to know about all crimes – including hate crimes – that are happening in neighborhoods where they live, travel, work and transact business,” said Ted Farnsworth, Chairman and CEO of HMNY and Zone and creator of RedZone Map. “The dramatic increase in hate crimes is a worrying trend. Raising awareness of the issue is the first step to countering it.”

Of all reported hate crimes since November 1, 2016, New York and Illinois had higher incident levels than those states’ percent of US population. On the contrary, California, Florida and Texas had less.

State	Percent of US Population (2015)	Percent of Reported Hate Crimes 11/1/16 – 2/21/17
California	12.15%	11.73%
Florida	6.38%	5.27%
Illinois	3.96%	6.59%
New York	6.11%	13.92%
Texas	8.62%	5.42%

RedZone Map has also broken down hate crime data by crime class. Hate crimes committed involving race represent more than two-thirds of reported incidents since November 1, 2016.

Hate Crime Class	Percent of Reported Hate Crimes 11/1/16 – 2/21/17
Racial	71.5%
Property	20.32%
Sexual Orientation	3.92%
Bullying	2.84%
Transgender	1.08%
Disability	0.27%

Beyond displaying reported hate crimes, RedZone Map’s proprietary software platform incorporates artificial intelligence and predictive analytics to potentially determine when another crime might occur. The app’s social media listening component monitors across platforms 24-hours a day, 7 days a week, for social chatter by those who might commit these crimes.

RedZone Map is also able to categorize each hate crime by class, and is developing plans to include this data in its app.

**MEDIA, PLEASE NOTE:** To request data, images, or an interview with Theodore Farnsworth, founder of RedZone Map, please contact Greg Bortkiewicz at (415) 359-2306 or [redzone@landispr.com](mailto:redzone@landispr.com).

### About RedZone Map

RedZone (Zone Technologies, Inc.) is a state-of-the-art mapping and spatial analysis company with operations in the U.S. and Israel. Its safety map app enhances mobile GPS navigation by providing advanced proprietary technology to guide travelers to their destinations. The app incorporates a social media component allowing for real-time “It’s happening now” crime reporting coupled with real time data from over 1,400 local, state, national and global sources. RedZone Map is currently available to [iOS](#) and [Android](#) users. More information is available on the [RedZone Map website](#).

### About Helios and Matheson

Helios and Matheson Analytics Inc. (NASDAQ: HMNY) provides information technology consulting, training services, software products and an enhanced suite of services of predictive analytics. With its client roster including Fortune 500 corporations, HMNY focuses mainly on the BFSI and Technology verticals. HMNY’s solutions cover the entire spectrum of IT needs, including applications, data, and infrastructure. HMNY is headquartered in New York, NY and listed on the NASDAQ Capital Market under the symbol HMNY. For more information, visit us [www.hmny.com](http://www.hmny.com).



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