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**SEND WORD NOW APPLICATION LETS GIFT OF LIFE MICHIGAN SPEED LIFESAVING ORGAN AND TISSUE DONATIONS TO WAITING TRANSPLANT PATIENTS**

**Sunnyvale, CA (July 12, 2005)** – palmOne, Inc. (Nasdaq: PLMO) is offering the first mobile application of Send Word Now, the leading web-based emergency notification service, on Treo™ 650 and Treo 600 smartphones for quickly notifying decision-makers or employees during a crisis or unexpected situations.<sup>(1)</sup>

Mobile group communication is now available to handle corporate security, business continuity, or other everyday emergencies. Recipients can be notified via multiple voice, email or text devices within minutes. Gift of Life Michigan, one of the nation's 58 federally designated organ-recovery organizations, is the first company to deploy Send Word Now for Treo smartphones to speed organ and tissue donations to patients on waiting lists.

Send Word Now's application on the Treo smartphone automates and accelerates notification procedures, making decision-makers and employees reachable faster. Users can do the following:

- **Initiate a conference call immediately with multiple people in their contacts list;**
- **Send messages with the Treo 650 and Treo 600 smartphones to any device via voice, email or text message;**
- **Provide message recipients with response options;**
- **Track and verify message delivery and collect real-time responses;**

- **Organize real-time responses;**
- **Organize contacts and send targeted messages to any user-defined group; and**
- **Register to receive alerts directly on the Treo smartphone.**

"The Send Word Now application takes real-time coordination to a new level," said Sanford H. Cohen, co-founder of Send Word Now. "Teaming up with palmOne to create a mobile version of this application for Treo smartphones ensures that our customers will be able to stay in touch with their key people and manage two-way communications in time-sensitive situations."

Patient's lives depend on Gift of Life Michigan's ability to navigate organ- and tissue- recovery teams through the complex and constantly changing medical landscape that surrounds a donor. With Send Word Now for Treo smartphones, the nonprofit organization is able to quickly notify geographically diverse recovery teams of up-to-the-minute changes in plans via voice, email or text message. Before using this application, the organization would call each individual team member, resulting in wasted valuable time and forcing coordinators to contend with the possibility that the situation may have changed again before everyone can be contacted. Now, they can send one message to multiple contacts and have the responses automatically collected and tallied. Send Word Now for Treo smartphones makes it easy for Gift of Life Michigan to organize and react to the unique circumstances of an organ/tissue recovery in record time.

"Rather than spending half an hour calling all of the team members, it now takes only a minute or two to get everyone on the team up to date with the latest details," said Rich Pietroski, chief operating officer at Gift of Life Michigan. "We're very excited about the opportunity to streamline our operations and dispense with many unnecessary phone calls."

Healthcare organizations around the nation have been using palmOne™ products and services from Send Word Now for all manners of communications – from e-prescribing and medical reference to helping patients record valuable data during

clinical trials to emergency response. palmOne and Send Word Now are committed to providing healthcare professionals the tools they need to deliver excellent medical care to their patients.

### **Pricing and Availability**

Customers interested in using Send Word Now for Treo 650 or Treo 600 smartphones can choose from a variety of plans that range in price from as low as \$4.99 to as much as \$79.99 per month. Pricing also is available for enterprises needing multiple accounts billed on the same invoice. Please email [swn@palmOne.com](mailto:swn@palmOne.com) for more information.

(1) Within wireless service coverage area only. Email, messaging and web access requires data services from a mobile service provider at an additional cost. ISP also may be required. Pricing varies by service provider.

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### **About Send Word Now**

Based in New York City, SWN Communications Inc, parent of Send Word Now, is a leading Emergency Notification and Incident Management web-based service. The mission of the company is to help emergency and crisis managers simplify coordination and speed communication during unexpected crises. The emergency notification service enables a subscriber to send a message that can reach multiple people and their devices (i.e. cell, work and home phone numbers, email addresses, pager and/or text messaging devices) simultaneously and globally. The Incident Management service centralizes the collection and dissemination of critical time sensitive event data seamlessly integrating mapping, task and contact management, Emergency Notification and more. Send Word Now combines emergency notification and incident management tools into one seamlessly integrated Coordination Management Service. Send Word Now supports leading Fortune 500 companies and government agencies.

### **About Gift of Life**

Gift of Life Michigan is a nonprofit 501(c)3 independent corporation federally designated by the Centers for Medicare and Medicaid Services as the organ procurement organization for Michigan. The Gift of Life Organ, Tissue & Eye Donor Registry is a confidential, 24-hour-a-day, computerized database that documents residents' wishes regarding organ, tissue and eye donation. Since Gift of Life is contacted upon every hospital death, signing the Donor Registry is the best way to ensure a person's wishes are carried out.

To become a registered donor, sign up online at <http://www.giftoflifemichigan.org> or request a Donor Registry card by contacting Gift of Life at 800-482-4881.

**About palmOne, Inc.**

palmOne, Inc. -- a leader in mobile computing -- strives to put the power of computing in people's hands so they can access and share their most important information. The company's products include Treo™ smartphones, the LifeDrive™ mobile manager, Tungsten™ and Zire™ handhelds, and software and accessories.

palmOne products are sold through select Internet, retail, reseller and wireless operator channels throughout the world, and at palmOne Retail Stores and palmOne online stores (<http://www.palmOne.com/stores>).

More information about palmOne, Inc. is available at <http://www.palmOne.com>.

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