



## **Chicago Board Options Exchange® Selects Send Word Now to Stay in Touch with Its Executives, Employees and Traders**

*U.S.'s Largest Options Market Uses Smart Notification Services to Routinely Alert Traders in Real-Time of Key Developments*

**New York, NY, August 21, 2006** – Send Word Now today announced that the Chicago Board Options Exchange (CBOE), the largest options marketplace in the United States, selected Send Word Now as a key communications tool for routine and emergency alerts.

CBOE has been the leader in options volume every year since it founded the listed options industry in 1973. As the largest options marketplace in the U.S., it is critical that the exchange be able to quickly, securely and easily communicate on both a routine and emergency basis with its entire trading community. In addition, CBOE sought a communication service that could provide business continuity in the event of an emergency.

“We selected Send Word Now’s Smart Notification Services because it allows us to easily notify all of our traders and staff of critical information in real-time so that they can respond accordingly,” said Jack O’Neill, CBOE Director of E Help Desk, Market Operations. “For CBOE, the system is multi-faceted, as we rely on it to efficiently manage our message delivery, disseminate important news, and update our contacts data base. Furthermore, the functionality built into the system will allow us to utilize the service as the backbone of our communications network should we need to maintain business continuity in the event of a major trading disruption to the exchange or the markets.”

Selected by Fortune 1000 and leading government agencies, Send Word Now’s Smart Notification Services were used in major events such as Hurricane Katrina, the Asian Tsunami and the London bomb attacks. The web-based services enable organizations to communicate, coordinate and safeguard people and assets during critical, time-sensitive, routine events. This

effective organization-wide coordination, improves day-to-day business processes and ensures continuity during crises.

“We are pleased that the Chicago Board Options Exchange relies on Send Word Now to provide its traders with time-sensitive information to do their jobs more effectively,” said Mitchell Orlowsky, CEO and President of Send Word Now. “It is gratifying that our vision to provide smart notification services that are used on a routine basis as well as during emergencies is continuing to set the industry standard as a critical communications tool.”

### **About Send Word Now**

Send Word Now is the leading provider of user friendly, secure, on demand notification and incident management services. Fortune 1000 and government organizations depend on Send Word Now’s services to coordinate resources and safeguard people during critical, time sensitive and unexpected events. The easy-to-use, web-based services ensure smart, effective organization-wide coordination in real time, improving day-to-day business operations and ensuring continuity during crises. Anywhere, anytime, regardless of location or device connection. The company is headquartered in New York City. More information about Send Word Now can be found at [www.sendwordnow.com](http://www.sendwordnow.com)

### **About CBOE**

CBOE, the largest options marketplace in the United States and the creator of listed options, is regulated by the Securities and Exchange Commission (SEC). For additional information about CBOE and its products, access the CBOE website at [www.cboe.com](http://www.cboe.com).

###

*Send Word Now and Send Word Now Smart Notification Services are trademarks of Send Word Now Communications Inc.*