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Grand Canyon National Park Selects Send Word Now™ Alert Service

National Park Service Uses the Send Word Now Emergency Notification Service to Communicate with Staff

NEW YORK, NY – September 1, 2009. Send Word Now, the leading provider of emergency notification and on-demand alerting and response services, announced today that Grand Canyon National Park has selected the Send Word Now Alert Service to communicate with personnel across the entire park. The Grand Canyon is 277 miles long and receives close to five million visitors each year. Grand Canyon National Park is one of approximately 400 national parks and sites run by the National Park Service (NPS), a division of the U.S. Department of the Interior. Fast, reliable communication is critical when dealing with time-sensitive situations at the park.

“We are pleased to provide the National Park Service with our robust communications platform for use at Grand Canyon National Park,” said Tony Schmitz, President and CEO of Send Word Now. “Organizations all over the world use Send Word Now every day to ensure that their critical communications reach recipients in a timely and reliable manner. The Grand Canyon National Park joins Send Word Now’s exceptional list of clients, which includes leading companies, educational institutions, government agencies, municipalities and non-profit organizations.”

The Send Word Now Alert Service enables organizations and important agencies within the U.S. federal government to rapidly communicate with thousands of people anywhere in the world within minutes, using the communications devices they already possess. With rapid, two-way mass notification, time-sensitive events can be addressed immediately, reducing human latency and resulting in better decision-making and quicker response times. Send Word Now’s geographically-enabled alerts feature allows administrators to draw a shape on a map and contact only those individuals located in that area, enabling efficient crisis communications and helping to ensure business continuity. Send Word Now’s on-demand conference bridge capability and custom application for

BlackBerry® smartphones ensure that contacts can easily be reached no matter where they are.

About Send Word Now

Send Word Now is the leading provider of on-demand alerting and response services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now's Alert Tracer® provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now's mass notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes. The company is headquartered in New York City. Contact Send Word Now via e-mail at sales@sendwordnow.com, via phone at 212-379-4900 or visit us on the Web at <http://www.sendwordnow.com>. To contact our UK office, dial +44 (0) 844 335 6377 or e-mail intsales@sendwordnow.com.

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