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Send Word Now™ and New York Road Runners Announce Partnership to Provide Notification Service for 2009 ING New York City Marathon

Send Word Now's Emergency Notification Service to Communicate Time-Sensitive and Urgent Information to ING New York City Marathon Volunteers

New York, NY – October 29, 2009. Send Word Now, the leading provider of emergency notification and on-demand alerting and response services, and New York Road Runners (NYRR), the premier running, health and fitness organization in New York City, today announced a partnership to provide the 2009 ING New York City Marathon with Send Word Now's [emergency notification](#) and message service. In the event of an emergency during the race, NYRR will use Send Word Now's service to communicate with its volunteers to help ensure that runners, spectators and volunteers are kept safe.

Every year, the ING New York City Marathon draws approximately 45,000 participants, 6,000 volunteers, and 2 million spectators. Send Word Now will help NYRR to immediately address time-sensitive events that occur, resulting in better informed decision-making and quicker response times.

“We are very pleased to provide the 2009 ING New York City Marathon, the 40th running of this world-class race, with our alerting and response services,” 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. We look forward to a long-term partnership with New York Road Runners and to helping them with this great event on one of the most anticipated days of the year.”

“We are pleased to work with Send Word Now to bolster New York Road Runners' communication services to staff and volunteers. The safety of our runners, staff and volunteers is of paramount concern to us,” said Peter Ciaccia, Technical Director of the ING New York City Marathon.

The Send Word Now [Alert Service](#) enables large organizations, businesses and government agencies to rapidly communicate with thousands of people anywhere in the world within minutes, using the communications devices they already possess. 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.

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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. Visit Send Word Now on the Web at <http://www.sendwordnow.com>.

About New York Road Runners

New York Road Runners (NYRR), best known for the ING New York City Marathon, is dedicated to promoting the sport of distance running, enhancing health and fitness for all, and responding to community needs. NYRR road races and other fitness programs draw upwards of 300,000 runners annually, and together with our magazine and website support and promote professional and recreational running.