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Send Word Now™ Alert Service Delivers Critical Information to Citizens of New York City

City of New York Announces City-Wide Roll Out of Emergency Notification System

New York, NY – May 18, 2009 - Send Word Now, the leading provider of emergency notification and on-demand alerting and response services, announced today its continued participation in a city-wide roll out of the Notify NYC pilot program. Notify NYC is a citizen warning system that was created to enhance New York City's public communication channels by distributing critical text and voice messages directly via the Web, e-mail and SMS text messages.

“Communicating with citizens in a reliable, effective manner has proven time and again to be an invaluable means to ensure successful outcomes during a crisis. The City of New York has taken another step forward to ensure the safety of its citizens during any type of event,” said Tony Schmitz, President and CEO of Send Word Now. “Send Word Now is a New York-based company, and like many New Yorkers we experienced the unfortunate events of 9/11 and the East Coast blackout first hand. We know how valuable the reliable communication of information can be during a crisis.”

“During emergencies or time-sensitive situations, it is critical to communicate and coordinate with residents, employees and government agencies, as well as the media, to prevent the spread of misinformation and public panic as a crisis is resolved,” said Schmitz. “Our customers rely on Send Word Now to help them reach hundreds and even thousands of their constituents in both the public and private sector.”

In addition to providing mass notification capabilities for citizen warning systems like Notify NYC, Send Word Now also offers unique features that support mass notification services for both the public and private sectors. These features include the ability to create self registration portals for corporate, municipal and education customers, send two-way SMS text messages, which allows message recipients to respond to notifications in real-time, and utilize the SWN Alert Service via a BlackBerry® smartphone, which

enables emergency management professionals to send notifications regardless of their location.

About Send Word Now

Send Word Now is the leading provider of on-demand alerting and response services for both [emergency notification](#) and routine communication. Send Word Now's easy-to-use, web-based services are used by government agencies, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time - anywhere, anytime, regardless of location, device or connection. Send Word Now's Alert Tracer® provides a full audit trail of messages sent and received for after action reporting and follow-up.

Send Word Now's messaging platform is capable of transmitting hundreds of thousands of voice and text messages in minutes, receiving responses and monitoring and reporting on the results. The SWN Alert Service is designed to reach anyone, anywhere, anytime, with any device over any type of connection. 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 www.sendwordnow.com. To contact our UK office dial +44 (0) 844 335 6377 or e-mail intsales@sendwordnow.com.