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Send Word Now™ Announces Launch of Worldwide Affiliate Testing Network

Notification provider verifies third-party telecommunications infrastructure worldwide via industry's first test network

NEW YORK, NY – October 28, 2009. Send Word Now, the leading worldwide provider of [emergency notification](#) and on-demand [alerting and response services](#), announced today the launch of its Worldwide Affiliate Testing Network. With the launch of the Worldwide Affiliate Testing Network, Send Word Now becomes the first provider in the industry to introduce such a program.

The test messages sent to the Worldwide Affiliate Testing Network accurately and reliably replicate the traffic that an actual customer might transmit across the Send Word Now platform. By using real traffic, the Worldwide Affiliate Testing Network allows Send Word Now to continually verify the delivery capabilities of the telecommunications networks of third-party carriers, including whether an intermediate or final-mile carrier in a certain country might be having operational troubles. This global intelligence will result in further enhanced reliability for Send Word Now customers worldwide.

The Worldwide Affiliate Testing Network is made up of Send Word Now test affiliates in a dozen countries who receive and respond to voice, SMS and email messages sent daily by Send Word Now. Send Word Now plans to quickly expand its Worldwide Affiliate Testing Network into dozens of other countries during the remainder of 2009 and the first half of 2010.

“The Send Word Now messaging platform is a critical business communications tool that our customers use to instantly transmit hundreds of thousands of two-way email, voice and text messages throughout the world,” said Tony Schmitz, President and CEO of Send Word Now. “As a result of our customers’ reliance on our service and the increased demand for our product by our international customers, we have invested in a network of test assistants across the globe who provide the real-time transparency our customers need.”

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 and was ranked 825 in the 2009 listing of Inc. 5000 companies.

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.

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