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## **Send Word Now<sup>®</sup> Receives “Positive” Rating in Leading Analyst Firm’s Emergency and Mass Notification Services MarketScope Report**

**NEW YORK, NY – February 25, 2010.** Send Word Now, the leading provider of emergency and mass notification solutions, announced today that its software received a “Positive” rating in Gartner’s report entitled “MarketScope for Emergency and Mass Notification Services.”<sup>1</sup>

Send Word Now was evaluated according to seven major criteria in the MarketScope study, including customer experience, product/service, market understanding, and overall viability. The Software-as-a-Service (SaaS) provider believes its “Positive” rating reflects its excellence and its status as a seasoned provider in the industry.

“Our customers rely on the security, reliability, and efficiency of our service, and we pride ourselves on our commitment to these values,” said Tony Schmitz, President and CEO of Send Word Now. “We believe that Gartner’s “Positive” rating confirms our leading position in the emergency notification market, as well as our ability to provide customers with simple and cost-effective solutions that meet their unique communications challenges.”

### **About MarketScope**

The MarketScope is copyrighted 2010 by Gartner, Inc. and is reused with permission. The MarketScope is an evaluation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the MarketScope, and does not advise technology users to select only those vendors with the highest rating. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

## 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 [info@sendwordnow.com](mailto:info@sendwordnow.com), via phone at 212-379-4952 or visit us on the Web at [www.sendwordnow.com](http://www.sendwordnow.com). To contact our UK office, dial +44 (0)7770 551 258 or e-mail [intsales@sendwordnow.com](mailto:intsales@sendwordnow.com).

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<sup>i</sup> Gartner “MarketScope for Emergency and Mass Notification Services” by Roberta J. Witty, John Girard, Jeff Vining, 29 January 2010.