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Horizon Blue Cross Blue Shield of New Jersey Selects Send Word Now's Emergency Notification System to Quickly and Efficiently Ensure Employee Safety

Send Word Now's alerts to reach all employee contacts in crisis situations

NEW YORK, NY – April 8, 2010. Send Word Now, the leading provider of on-demand [alerting](#) and response services, announced today that Horizon Blue Cross Blue Shield of New Jersey (Horizon BCBSNJ) uses Send Word Now to provide [emergency voice and text communication services](#) for its [Business Continuity](#) and Management teams. Within minutes of a business disruption, Horizon BCBSNJ can take advantage of Send Word Now's message platform to reach its entire employee population.

As an [emergency management](#) tool, Send Word Now helps to ensure streamlined communication during disruptive events, such as snowstorms, power outages, and water main breaks. Additionally, Horizon BCBSNJ uses Send Word Now's robust group features to mimic the structure of its organization within the Send Word Now [alerting service](#), and to target the specific individuals that need to receive any given message in a particular situation.

“Send Word Now's [notification service](#) helps to protect our employees in times of crisis,” said Andre Cabaero, [Business Continuity](#) Manager for Horizon BCBSNJ. “The service performs in real time, is cost effective, and allows us to verify the message was received.”

“We are excited to offer our simple and streamlined notification tools to Horizon Blue Cross Blue Shield of New Jersey,” said Tony Schmitz, President and CEO of Send Word Now. “We understand that, for many organizations, employee safety is the foremost concern in a crisis, and we are proud to provide Send Word Now's robust alerting service in support of that effort.”

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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](#) and

[incident management 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.

About Horizon Blue Cross Blue Shield of New Jersey

Horizon Blue Cross Blue Shield of New Jersey, the state's oldest and largest health insurer, is a not-for-profit health services corporation. Horizon BCBSNJ serves over 3.6 million members and is headquartered in Newark with offices in Wall, Harrison, Mt. Laurel, and West Trenton. Horizon BCBSNJ provides a wide variety of health and dental insurance products and services, including Medicare and Medicaid products, for businesses and individuals. Horizon BCBSNJ is an independent licensee of the Blue Cross Blue Shield Association.