



Media Contacts:

Andrew Yarbrough (SWN) - 646.652.9108
ayarbrough@globalstrategygroup.com

Michael Gambacorta (SWN) - 212.379.4952
mgambacorta@sendwordnow.com

San Diego County Regional Airport Authority Uses Send Word Now® to Reach Out to Employees after 7.2 Magnitude Earthquake

Airport Authority sent details of the quake and its effects to employees, managers, and public information officers as aftershocks continued

NEW YORK, NY – April 13, 2010. Send Word Now, the leading provider of on-demand alerting and response services, announced today that the San Diego County Regional Airport Authority employed Send Word Now’s alerting software to reach out to employees, managers, and members of the emergency management group after a 7.2 magnitude earthquake centered 16 miles southwest of Guadeloupe Victoria, Mexico, struck the San Diego area on Sunday, April 4, 2010.

The Airport Authority’s Airside Operations office used Send Word Now to send an alert to employees and managers after the earthquake struck, indicating that terminals had been temporarily evacuated but that the damage had been minimal. The alert gave members of the emergency management group, as well as other staff at the airport, the information that they needed to know the facilities were safe and that operations had returned to normal.

“Because the earthquake occurred on a Sunday, the majority of our staff was at home,” explained Cameron Burkel, the Security and Public Safety Analyst for the Airport Authority. “After receiving the alerts, our personnel were able to come back in on Monday feeling fully informed, as we had already disseminated the critical information regarding what had happened during and after the earthquake.”

“We are happy to hear that the San Diego Regional Airport Authority was able to use our on-demand communication tools to communicate with and reassure their staff during this pandemic event,” said Tony Schmitz, President and CEO of Send Word Now. “And we are delighted to hear that there was minimal property damage and no loss of life for the Authority following this massive earthquake.” He continued, “The incident serves as a prime example of the benefits of robust business continuity planning, as well as the value of Send Word Now’s instant communications solutions in times of crisis.”

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About Send Word Now

Send Word Now is the leading provider of mass notification 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 our website at <http://www.sendwordnow.com> or email us at info@sendwordnow.com.

About the San Diego Regional Airport Authority

The San Diego County Regional Airport Authority was created on January 1, 2003, as an independent agency to manage the day-to-day operations of San Diego International Airport and address the region's long-term air transportation needs. The San Diego International airport is the busiest single-runway commercial service airport in the United States, and carries over 50,000 passengers each day. The Airport Authority also serves as San Diego County's Airport Land Use Commission, responsible for protecting public health and safety surrounding airports. It accomplishes this by ensuring the orderly development of airports and the adoption of land use measures that minimize the public's exposure to excessive noise and safety hazards around airports.