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Send Word Now Expands Its European Operations, Hires Two Seasoned Sales Professionals

NEW YORK, NY – February 3, 2010. Send Word Now, the leading global provider of emergency notification services, is pleased to announce that it has enhanced its sales team and European operations by hiring Anders Thomsen and Ann Skinner, two seasoned software sales professionals. Thomsen and Skinner will help further drive sales and growth for Send Word Now in the United Kingdom, and Europe as a whole, with Thomsen primarily focused on sales and business development, and Skinner driving technical sales and support initiatives.

Anders Thomsen is an international senior sales professional with a multi-national background, proven experience selling software solutions, and a customer-sensitive, profit-driven approach. Thomsen joins Send Word Now after a successful career at Datawatch Corporation, where he served as Territory Manager and Team Leader for EMEA. In his 20 years as a sales professional, Thomsen has closed landmark deals for Datawatch, Dataflex, Mondial Communications, and AT&T Easylink Services. He holds a degree from Niels Brocks Business University in Denmark, and is fluent in Danish, Swedish, Norwegian, and German.

Ann Skinner, a member of the Association of Contingency Planners, is an experienced emergency notification trainer, relationships manager, and consultant, and has a strong technical background. Skinner comes to Send Word Now after serving as an Account Manager, Inside Sales Representative, and Software Trainer for Dialogic Communications. She has a proven record of success in the software industry, in which she has improved customer relations, created campaigns to target specific vertical markets, and developed critical strategies to increase both revenue and customer satisfaction. Skinner received her B.A. and M.A. degrees in English from Louisiana Tech University in Ruston, Louisiana.

Thomsen and Skinner, who are both based in the United Kingdom, will certainly prove to be valuable assets as they work to expand Send Word Now's growing customer base in the UK and throughout Europe.

“We are incredibly excited to welcome Ann and Anders to our sales team,” said Tony Schmitz, President and CEO of Send Word Now. “With their dedication to high achievement, their commitment to customer satisfaction, and their impressive international experiences, our new sales professionals will be a driving force in Send Word Now’s ongoing expansion into European markets.”

Send Word Now’s overseas customer base currently spans a number of vertical industries, including pharmaceuticals, media, manufacturing, consulting services, and hospitality. With Send Word Now’s international alerting platform, organizations can send two-way SMS text messages and place wired and wireless voice calls to more than 200 countries and territories.

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