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## **Send Word Now® Launches Fully Redesigned Website and Company Blog**

*Send Word Now's new digital media initiatives to provide critical resources for the emergency management, disaster recovery, and business continuity industries*

**NEW YORK, NY. June 15, 2010** – Send Word Now, the leading provider of on-demand [emergency notification](#) and [incident management services](#), announced today the launch of its new website, at <http://www.sendwordnow.com>, as well as an accompanying industry blog. The fully redesigned site will be an invaluable resource, not only to our customers and potential customers, but to all [business continuity](#) professionals.

The site welcomes visitors with a clean and simplified design, videos, animation, and easy-to-use navigational features. It contains a rich library of content, including case studies, white papers, product literature, and breaking industry news stories. The new website not only clearly demonstrates Send Word Now's overall expertise in the [notification](#) space, but also better highlights the industry, sector, and application-specific knowledge and resources that Send Word Now has to offer to its customers and prospects.

“We are excited about the new design of our website, and about the launch of our company blog,” said Tony Schmitz, President and CEO of Send Word Now. The rebranded website will allow us to share our vision and outlook for the notification industry, and will help us continue to keep the public and our customers informed, educated, and excited about our software as we continue to add new capabilities and services throughout the remainder of 2010.”

Send Word Now's official weblog, which is hosted within the website, will be an exclusive source for industry news and commentary, [business continuity tips](#), and Send Word Now company updates. Throughout the year, the company will post new services and feature announcements, book reviews, how-

to's, case studies, commentary on current events, industry-specific tips, and more, in order to provide customers and industry leaders with a fresh and critical look at [emergency management](#), [disaster recovery](#), and [business continuity planning](#).

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### ***About Send Word Now***

Send Word Now is the leading provider of [emergency notification](#) and [incident management](#) 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](mailto:info@sendwordnow.com).