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## **Send Word Now First in Industry to Launch Fully Integrated Alerting and Incident Management Platform**

*New Incident Management Service to radically transform personnel coordination and communication during emergencies*

NEW YORK, NY. April 15, 2010 – Send Word Now, the leading provider of on-demand emergency notification and incident management services, releases today its [Incident Management Service \(IMS\)](#), which will be fully integrated with the company's existing [Emergency Notification Service \(ENS\)](#). With the release of IMS, Send Word Now becomes the only provider in the emergency notification space to offer fully integrated and proprietary incident management and mass notification tools using a SaaS (Software-as-a-Service) model.

“There has long been a need for a fully integrated, simple, cost-effective, and yet comprehensive tool for responding to emergency or time-sensitive events as they unfold,” explained Tony Schmitz, President and CEO of Send Word Now. “Send Word Now has responded directly to the market’s need, and we are excited to launch this groundbreaking new product. With our IMS offering, our customers will receive dynamic software and world-class customer support, and will benefit from the synergies and lower cost of licensing IMS and ENS through a single vendor. And, as always, our simple user interface takes only minutes to learn and seconds to use.”

Send Word Now’s IMS platform will present [emergency management](#) officials with an entirely new set of tools to coordinate their responses during crisis situations, during an age in which natural disasters and terrorist attacks are becoming ever more prevalent around the globe. For example, after a massive earthquake strikes, groups of emergency responders and corporate officials will be able to use Send Word Now’s centralized IMS console to send alerts, communicate internally, coordinate humanitarian relief and rescue efforts, monitor and respond to any escalations in crime or instances of looting, and plan for any aftershocks. The service will simplify what is often a very complex process of crisis communication.

Send Word Now customers will be able to use the IMS tool to effectively manage events and incidents as they progress over an extended period of time. A separate IMS console will allow users to simultaneously annotate and manage multiple alerts and multiple incidents as they develop in real time. Users will also be able to set up office locations, assign and track tasks and uploaded documents, and share access to events with others, as well as prioritize the tasks associated with an event and send event-based alerts. In addition, these features will be available on Send Word Now's BlackBerry® smartphone application.

The new IMS offering—the first of its kind in the industry—reaffirms Send Word Now's position as an innovator in the field of on-demand [notification](#) and [emergency management](#). Send Word Now's IMS functionality will form a central component of the company's integrated [Business Continuity Planning](#) (BCP) software, which will be released in the summer of 2010. With its BCP release, Send Word Now will become the only company in the market to offer a truly integrated cloud environment with a proprietary suite of BCP, IMS, and ENS services. Like the IMS module, the BCP offering will maintain the same look and feel of Send Word Now's alerting platform, as well as the same efficiency, ease of use, reliability, and support that customers depend on.

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#### *About Send Word Now*

Send Word Now is the leading provider of emergency notification and [incident management](#) services. 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).