



**Media Contacts:**

Andrew Yarbrough (SWN) - 646.652.9108  
[ayarbrough@globalstrategygroup.com](mailto:ayarbrough@globalstrategygroup.com)

Michael Gambacorta (SWN) - 212.379.4952  
[mgambacorta@sendwordnow.com](mailto:mgambacorta@sendwordnow.com)

## **Send Word Now™ and Siemens Announce Formation of Strategic Relationship**

**NEW YORK, NY – October 28, 2008** – SWN Communications Inc., the leading provider of emergency notification and other on-demand alerting and response services, today announced that it had signed a multi-year agreement with Siemens Building Technologies, Inc., a provider of building controls, fire safety and security systems and solutions. The agreement involves the integration of Send Word Now software into Siemens premise-based fire safety mass notification product, Sygnal™.

“We are extremely pleased to have begun this strategic relationship with Siemens Building Technologies,” said Tony Schmitz, CEO of Send Word Now. “Helping companies to expand their current product offerings is in line with Send Word Now’s mission to help organizations transform the way that they solve everyday business problems for themselves and for their customers.”

“Our Sygnal™ mass notification solution allows our customers to send targeted messages across a spectrum of communication devices to their constituents, whether they are in a single building, a campus environment or located across the country,” said Terry Heath, Vice President and Division Head of Siemens Building Technologies. “By collaborating with Send Word Now, we enable communication to hundreds, or even hundreds of thousands, of people at speeds necessitated by the critical emergencies they face. We reach them inside, outside and at their side. As a result, they are safer and smarter about how they prepare for these events.”

### **About Send Word Now**

Send Word Now is the leading provider of on-demand alerting and response services for both emergency and routine communication. Send Word Now’s easy-to-use, web-based services are used by government agencies, universities, non-profit organizations and businesses, including many of the Fortune 500, to ensure fast, effective, two-way communication in real-time - anywhere, anytime, regardless of location, device or connection. Send Word Now’s Alert Tracer® provides a full audit trail of messages sent and received for after action reporting and follow-up.

Send Word Now's messaging platform is capable of transmitting hundreds of thousands of voice and text messages in minutes, receiving responses and monitoring and reporting the results. The SWN Alert Service is designed to reach anyone, anywhere, anytime, with any device over any type of connection. The company is headquartered in New York City. Contact Send Word Now via e-mail at [sales@sendwordnow.com](mailto:sales@sendwordnow.com), via phone 212-379-4900 or visit us on the Web at [www.sendwordnow.com](http://www.sendwordnow.com).

**About Siemens Building Technologies, Inc.**

As a leading provider of energy and environmental solutions, building controls, fire safety and security systems solutions, Siemens Building Technologies, Inc., makes buildings comfortable, safe, secure and less costly to operate. With U.S. headquarters in Buffalo Grove, Ill., Siemens Building Technologies employs 7,400 people and provides a full range of services and solutions from more than 100 locations coast-to-coast. Worldwide, the company has 28,000 employees and operates from more than 500 locations in 51 countries.

###