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## WeatherBlast®

Protect your customers, employees and property from sudden lightning, hailstorms, flooding and tornadoes with WeatherBlast, the severe weather alerting service from Send Word Now.

Every year, severe weather causes untold billions of dollars worth of damage – a figure the Pew Center on Global Climate Change predicts will only continue to rise as global warming continues.

Retailers are particularly vulnerable to sudden, unpredictable weather such as floods, hailstorms, high winds and tornadoes.

Shopping carts can damage vehicles. Signs and outdoor merchandise become projectiles. Plate glass windows shatter. Blindsided by a sudden storm, hundreds or thousands of customers or employees could possibly be injured or worse.

WeatherBlast from Send Word Now provides precision-targeted early warning notifications, giving store managers enough time to initiate severe weather protocols, to guide customers to safe locations along with employees, and to secure outdoor displays, merchandise, and assets so that they are not damaged.

# BENEFITS

## Powered by WeatherBug™

With more than 8,500 weather stations providing fine-grained data, targeted with more precision than ZIP codes, WeatherBlast provides alerts with data from more weather stations than the National Weather Service.

## Targeted

Precision-targeted early warning notifications are precise within 5 square miles, allowing site managers to accurately gauge threats from impending weather and initiate severe weather protocols to ensure employee and customer safety.

## Multi-Modal

Receive both voice and text alerts via landlines, cell phones, pagers, PDA, email, and BlackBerry® PIN.

# FEATURES

## Automatic Alert Triggering

No human action or intervention is required. As the severe weather events occur, alerts are delivered automatically.

## Customization

Message recipients can choose the kinds of alerts they need and receive only those that are relevant. Alerts can be pre-loaded with call to action instructions such as: “Stay inside,” “Secure outdoor signage and displays,” or even “Contact the Emergency Operations Center immediately.”

## Multiple Profiles

WeatherBlast allows users to create multiple profiles and select different weather alerts, with the ability to request responses or specify a call to action for specific types of weather events.



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