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**Send Word Now Named as Finalist in *Fast Company* Magazine's
Fast 50 Annual Reader's Challenge**

New York, NY, December 6, 2006 – Send Word Now, the leading provider of on-demand alerting and response services, today announced that Mitchell Orłowsky, president and chief executive officer at Send Word Now has been named as a finalist in *Fast Company* Magazine's Fast 50 Reader's Challenge. The Fast 50 a worldwide search for ordinary people doing extraordinary things. The goal is to remind the world of all the good that's created when passionate people with big ideas and strong convictions are determined to make a difference.

Each year, the challenge generates thousands of entries and tens of thousands of comments from around the world, and results in high-profile recognition of 50 leaders, innovators, and technology pioneers. This year's challenge will spotlight businesses that are helping to save the world using new strategies, new ideas, or new technologies to tackle issues like global warming, pollution, sustainability, access to healthcare, poverty, trade impact, child labor, and other concerns.

Click here http://www.fastcompany.com/fast50_07/profile/?orłowsky164 to learn more about how Send Word Now is changing the way organizations communicate during time sensitive situations to preserve safety, security and life.

About Fast Company

Fast Company is the only idea-driven business title. It provides impact players in business with the best thinking, best tools and best practices to outsmart and outperform the competition. *Fast Company* is

about innovation, creativity, leadership, and vision. Every issue is filled with innovative solutions and smart technologies that companies can use to gain the strategic advantage. Owned by Mansueto Ventures LLC., the award-winning magazine has a circulation of 725,000.

About Send Word Now

Send Word Now is the leading provider of on-demand alerting and response services which drive effective communication during time sensitive situations. The easy-to-use, web-based services are used by Global 2000 and government organizations to ensure smart, effective organization-wide coordination in real time, improving day-to-day business operations and ensuring continuity during crises anywhere, anytime, regardless of location or device connection. The company is headquartered in New York City. More information about Send Word Now can be found at www.sendwordnow.com. Send Word Now. Get Word Back. See the Results.

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