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Send Word Now Partners with Campus Televideo to deliver Alerting and Response services for Safety in Schools

New York, NY, November 28, 2007– [Send Word Now](#), the leading provider of on-demand alerting and response services, has entered into a distribution agreement with [Campus Televideo](#) for a co-branded offering for the college market. Campus Televideo will sell Instant Campus Alert powered by Send Word Now featuring Send Word Now's two-way alerting and response service, the SWN Alert Service. The offering, which is specifically tailored to the markets Campus Televideo serves every day, extends Send Word Now's reach in the education market.

Send Word Now has been working with scores of educational institutions across the nation, including Boston University (BU), Tufts University, Southern Methodist University (SMU), New York University (NYU) and University of California, San Francisco (U of C), in order to increase campus safety.

Campus TeleVideo (CTV), founded in 1984, is the nation's leading provider of satellite-delivered cable television and other telecommunications services to colleges and universities. Today CTV serves the needs of over 150 campuses representing more than 200,000 student rooms nationwide. The partnership between Send Word Now and Campus TeleVideo will allow CTV to sell the Instant Campus Alert into its established market.

“In our search for partners in the education market, we looked for companies with industry expertise, long-standing experience and market penetration that made them stand apart,” said Send Word Now’s CEO Tom Shoemaker. “Together with Campus TeleVideo, we believe that Send Word Now can bring rapid and effective communication to universities and colleges in the event of a crisis.”

“Campus TeleVideo is excited to be working with a market leader in the development of Alert Notification Services”, said Campus TeleVideo’s CEO, Brian Benz. “The relationship with Send Word Now will enable Campus TeleVideo to provide more comprehensive solutions for improved communication and security on college and university campuses, in emergency and crisis situations.”

The [SWN Alert Service](#) uses multiple channels of communication – including text messaging and voice messaging – to reach students, faculty and staff within minutes. Individuals can provide the best ways to contact them including mobile phones, BlackBerry devices, Treos, other PDAs, dorm or home phones, email, and pagers. Campus police, security personnel or administrators can initiate an alert from the web, phone, email, BlackBerry or internal information system application, and they can verify and track whether a response was received. In addition to emergency alerts, schools can initiate alerts for situations such as school closings, power outages, weather emergencies, or other time-sensitive situations. For additional information:

- Details about [SWN Alert Service](#)
- [Demonstration](#) of SWN Alert Service
- Send Word Now in [Education](#) and [Campus Security](#)

About Campus Televideo

Founded in 1984, Campus TeleVideo (CTV) is the nation’s leading provider of satellite delivered cable television and other telecommunication services to

colleges and universities. CTV offers a comprehensive set of solutions, providing clients with expert advice; state-of-the-art design & engineering; installation services; programming content; and SCTE certified maintenance services that allow customers the flexibility and control to customize a private integrated video and data network. Today, CTV serves the needs of over 150 campuses, representing more than 200,000 student rooms nationwide. Headquartered in Greenwich, CT, CTV has offices in Bear, DE, Chicago, IL and Carlsbad, CA.

About Send Word Now

Send Word Now is the leading provider of on-demand alerting and response services driving effective communication during time sensitive situations. The easy-to-use, web-based services are used by corporations, government agencies, and educational institutions to ensure fast, effective, two-way communication in real-time, ensuring continuity during time sensitive events - anywhere, anytime, regardless of location, device or 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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