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## **Send Word Now Selected for Notify NYC Pilot**

*Early Alert Service to Send Email and SMS Text Messages to Lower Manhattan and Rockaways Residents during Emergency Situations*

**New York, NY, December 4, 2007**—[Send Word Now](#), the leading provider of on-demand alerting and response services, today announced that they have been selected by the City of New York to provide emergency e-mail and SMS notifications to residents in Lower Manhattan and the Rockaways as part of the Notify NYC pilot alert program. For the pilot emergency notification system, information will be limited to events that directly impact the pilot communities, but anyone can sign up for the service, regardless of residency. This service will notify residents of emergency situations in their area, either via an SMS text message to their cell phones, or an email.

Although Notify NYC is using only SMS and email initially for these two pilot regions, Send Word Now's Alert Service uses multiple modes of communication including text messaging, telephones, mobile phones, email, pagers, BlackBerry devices, and other PDAs to initiate two-way, interactive communications to thousands of people within minutes.

"Send Word Now is the only NY-based alerting and response firm and we are pleased to have been selected to participate in this high profile engagement right in our backyard," said Michael J. Sher, Chief Strategic Officer at Send Word Now. "We support a number of NY-based government agencies and corporations

with the capability to reach thousands of people within minutes, anywhere in the world.”

Send Word Now has a 7x24x365 world-class customer support center as well as the redundancy, security and scalability required for all types of time-sensitive situations.

For a demonstration of Send Word Now’s Alert Service, please click on the following link:

- [Demonstration](#) of SWN Alert Service

#### **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](http://www.sendwordnow.com). Send Word Now. Get Word Back. See the Results.

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