



Send Word Now Raises \$10.5 Million Series B Round

Smart Notification Service Provider Expands Sales, Development and Marketing Activities

New York, NY and Schenectady, NY-- August 7, 2006 – Send Word Now, the leader in Smart Notification Services, today announced that it closed a 10.5 million Series B Round. Ascend Venture Group led the round and Send Word Now’s existing significant investors also participated. The financing will be used to extend Send Word Now’s market position by expanding sales and marketing efforts and increasing product development and infrastructure.

“Send Word Now has the technical innovation and veteran executive team to lead the converging notification and incident management markets,” said Charles Crockett, Founding Partner of Ascend Venture Group LLC. “Send Word Now’s top tier customer base and growing list of strategic partners including premier content providers like WeatherBug attests to the quality and value of its services which are increasingly being used on an everyday basis. We are excited to partner with the Send Word Now team to bring its offerings more quickly to market.”

Send Word Now’s Smart Notification Services enable businesses and organizations to simply and quickly communicate via voice or text notifications with hundreds or thousands of people anytime, anywhere. Send Word Now’s suite of services also provides a virtual web-based command center, allowing organizations to consolidate the communication flow between multiple locations and key first responders before, during or after an incident. Leading businesses and organizations rely on Send Word Now’s array of features as critical components of their communications’ plans in place to safeguard people and protect corporate assets during routine, time sensitive and emergency events.

“Send Word has created a significant competitive advantage with its extensive customer base, unique partnerships and innovative Smart Notification Services. This funding validates Send Word Now’s vision of providing easy-to-use notification and incident management services that companies use on a daily basis as well as during emergencies,” said Mitchell Orłowsky, CEO and

President of Send Word Now. “In such a burgeoning market we are proud that businesses and organizations worldwide increasingly are relying on our services to coordinate and protect people and business processes.”

About Send Word Now

Send Word Now is the leading provider of user friendly, secure, on-demand notification and incident management services. Fortune 1000 and government organizations depend on Send Word Now’s services to coordinate resources and safeguard people during critical, time sensitive and unexpected events. The easy-to-use, web-based services 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

About Ascend Venture Group

Ascend Venture Group is a private investment management firm headquartered in New York City. Ascend combines highly sophisticated financial expertise with unique access to investment opportunities to create attractive risk/reward portfolios and partnerships for its investors. The firm targets investment opportunities in the applied technology and for-profit education industries. For more information, please visit www.ascendventures.com.

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