



Media Contacts:

Andrew Yarbrough (SWN) - 646.652.9108
ayarbrough@globalstrategygroup.com

Michael Gambacorta (SWN) - 212.379.4952
mgambacorta@sendwordnow.com

Send Word Now Secures \$14 Million in Series D Financing

New York, N.Y., September 29, 2008 – Send Word Now, the leading Software as a Service provider in Emergency Notification, On-Demand Alerting and Response Services, announced the completion of a Series D financing that will provide the company with \$14 million to support its plans for continued growth. The current round of funding was led by Palisade Concentrated Equity Partnership II, L.P., a \$140 million private equity fund managed by Palisade Capital Management, L.L.C., with continued support from existing investors Southpaw Asset Management LP and Ascend Venture Group, LLC.

“We invested in Send Word Now because of the company’s reputation for excellence in On Demand Alerting and Response Services, and because we believe Send Word Now has a tremendous opportunity to expand its footprint and increase its revenue,” said Jeffrey D. Serkes, Chief Operating Officer of Palisade Capital Management. “Send Word Now has a client list with many Fortune 500 companies and is poised for rapid growth. We believe that the capital that Palisade has invested in Send Word Now will assist the company in quickly achieving its goals.” “Send Word Now has developed a state-of-the-art messaging platform that is capable of transmitting hundreds of thousands of voice and text messages in minutes, and the company works with a great roster of marquis clients,” said Michael Axon of Southpaw Asset Management LP. “We were pleased to invest additional capital in Send Word Now and are confident in the company’s continued success.”

“This financing will fuel the growth of Send Word Now as we invest in software development, infrastructure, sales and marketing,” said Tony Schmitz, CEO of Send Word Now. “We are extremely pleased to have attracted an investor of this caliber, and we look forward to working closely with Palisade and our current investors as we continue to grow.”

About Send Word Now

Send Word Now is the leading provider of on-demand alerting and response services for both emergency and routine communication. Send Word Now’s easy-to-use, web-based services are used by government agencies, universities, non-profit organizations and businesses, including many of the Fortune 500 to ensure fast, effective, two-way communication in real-time - anywhere, anytime, regardless of location, device or connection. Send Word Now’s messaging

platform is capable of transmitting hundreds of thousands of voice and text messages in minutes, receiving responses and monitoring and reporting the results. The SWN Alert Service is designed to reach anyone, anywhere, anytime, with any device over any type of connection. The company is headquartered in New York City. Contact Send Word Now via e-mail at sales@sendwordnow.com, via phone 212-379-4900 or visit us on the Web at www.sendwordnow.com.