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Send Word Now Raises \$8.5 Million in Series C Financing

New York, NY, October 9, 2007—[Send Word Now](#), the leading provider of on-demand alerting and response services, today announced that it raised \$8.5 million in Series C financing. Led by Southpaw Asset Management, a Connecticut-based investment firm, many of Send Word Now's existing investors, including Ascend Venture Group, LLC, also participated in the round, exhibiting strong investor confidence in the market opportunity, and company vision and strategy. Send Word Now will use the funding to expand business operations, and further establish its leadership in emergency response applications as well as expand into vertical markets where alerts and responses are integrated into everyday business processes. Communications-enabled business processes support faster decision-making and better customer service driving business effectiveness, efficiency and profitability.

In addition, Michael Axon of Southpaw Asset Management will join Send Word Now's board of directors. "Over the past several years, Send Word Now has delivered clear-cut business results for Global 1000 firms across a variety of industries such as emergency management, financial services, commercial real estate, government and healthcare," said Michael Axon. "The company has established a presence in the marketplace, formed a strong leadership team, and, we believe, is poised for significant market penetration and growth."

"Send Word Now is an innovator and is poised to be a key player in the unified communications market," said Charles Crockett, Co-Founder and Partner of the

Ascend Venture Group. "Send Word Now plans to continue to work in close partnership with its customers, helping them integrate communications into their every day business processes as well as in emergency situations."

"We are very pleased with the support we've received from our investors," said Tom Shoemaker, President and CEO of Send Word Now. "Send Word Now's Alert and Response service is a key enabling technology that when integrated into a line of business application has proven to save time, increase productivity, satisfy customers, improve revenues and ensure safety."

Send Word Now's Alert Service enables businesses and organizations to simply and quickly communicate via voice or text notifications with hundreds or thousands of people anytime, anywhere. The service uses multiple modes of communication - including text messaging, telephones, mobile phones, email, pagers, Blackberries, and other PDAs to initiate two-way, interactive communications to thousands of workers within minutes. Leading businesses and organizations utilize Send Word Now's array of features as critical components of their communications' plans to safeguard people and protect corporate assets during routine, time sensitive and emergency events.

About Michael Axon

Michael Axon is a Senior Research Analyst of Southpaw Asset Management. Prior to joining Southpaw Asset Management, Axon was a Senior Vice President and Principal at CRT Capital Group, a brokerage firm focusing on opportunistic investments as well as an analyst in the Global Risk Management unit of Morgan Stanley & Company. Axon received an MBA with Highest Honors in Finance and Economics from the University of Chicago and received a B.S. in Finance and Accounting with honors from the Wharton School at the University of Pennsylvania.

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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