



NEWS RELEASE

FOR IMMEDIATE RELEASE

REVERSE 911[®] Announces Contract Award as the Connecticut State-Approved Emergency Notification Software Provider State and Local Emergency Managers Can Easily Purchase and Implement REVERSE 911[®]

INDIANAPOLIS, IN (March 26, 2007) – REVERSE 911[®], the inventor and leader in the community notification marketplace, announced today that it has been named the exclusive notification solution for Connecticut communities as a result of a new contract award from The State of Connecticut's Department of Information Technology (DOIT). The award allows cities, towns, and counties to pay for the authentic REVERSE 911[®] system with either state homeland security funding or standard budgetary funds. Implementation of REVERSE 911[®] at the local level will enhance communication abilities during crisis situations and will improve emergency response and homeland security efforts with rapid delivery of mass notifications to citizens and first responders.

The state-approved contract provides exclusive pre-approved pricing for Connecticut agencies without the time-consuming steps of individual bidding processes. Upon award of this contract, REVERSE 911[®] immediately launched a state-wide campaign to personally speak with emergency managers, law enforcement officials, and other municipal leaders with responsibility for public safety.

"We have been eager to announce this contract award so that REVERSE 911[®] can respond to the enormous demand across the state," remarked Steve Warren, vice president of REVERSE 911[®]. "Our Connecticut purchasing program is designed to make the procurement and deployment process as simple and quick as possible. We have a team of specialists assigned to the Connecticut roll-out to meet the high demand for REVERSE 911[®] and subsequent installations and training."

Community leaders and public safety officers who want to see an on-site demonstration of REVERSE 911[®] can do so by contacting their REVERSE 911[®] representative at 800-247-2363 ext. 8684.

About REVERSE 911[®]

REVERSE 911[®] is the patented interactive technology that enables users to send recorded messages rapidly and simultaneously to thousands of people. It provides users with the ability to pinpoint precisely who receives the communication based on 9-1-1 calling data, geographical areas, or lists built on specific criteria. REVERSE 911[®] directs the message to virtually any device, ranging from landline phones, mobile phones, pagers, email or fax machines. Recipients of a REVERSE 911[®] notification may also provide real-time feedback resulting in an immediate report of those who require additional assistance or more information, a feature exclusive to REVERSE 911[®].

Today, REVERSE 911[®] is the technology of choice for emergency management personnel, police departments, fire departments and other groups that recognize the critical importance of a fast, reliable communications tool during times of crisis such as natural disasters and chemical spills. REVERSE 911[®] is also useful for reporting missing persons, announcing water contaminations, or for distributing crime alerts. More details about the REVERSE 911[®] system can be found on the web at www.reverse911.com or by calling 1-800-247-2363.

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Media Contact:

Kelli B. Schmith, Director of Marketing
6720 Parkdale Place
Indianapolis, IN 46254
317-713-8603
kbschmith@reverse911.com