



NEWS RELEASE

FOR IMMEDIATE RELEASE

REVERSE 911® Announces Contract Award as State-Approved Emergency Notification Software Provider for Virginia

Virginia Department of Emergency Management Will Implement REVERSE 911®

INDIANAPOLIS, IN (March 27, 2007) – REVERSE 911®, the inventor and leader in the community notification marketplace, announced today that it has been approved as the state appointed notification vendor for Virginia communities as a result of a new contract award from The Commonwealth of Virginia Information Technologies Agency (VITA). The award allows cities, towns, and counties to purchase the authentic REVERSE 911® system at pre-negotiated pricing. 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 pricing for Virginia agencies without the time-consuming steps of individual bidding processes. Recently, REVERSE 911® participated in informational conference calls with many emergency management directors across the Commonwealth to explain the purchasing process and address product questions. In addition, the Virginia Department of Emergency Management (VDEM) will soon implement REVERSE 911® as a state-wide solution for notification and to mobilize staff or emergency response teams.

“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 Virginia purchasing program is designed to make the procurement and deployment process as simple as possible. We have a team of specialists assigned to the Virginia roll-out to meet the high demand for REVERSE 911® and subsequent installations and training.”

REVERSE 911® provides notifications via land lines, cell phones, PDAs, and email. For advanced SMS text messaging, REVERSE 911® has partnered with Roam Secure Alert Networks (RSAN), an award winning emergency communication tool.

REVERSE 911® is currently deployed in over 30 locations across the Commonwealth of Virginia. 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. 8659.

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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