



NEWS RELEASE

FOR IMMEDIATE RELEASE

REVERSE 911® Appoints Members of its Advisory Council

Annual Advisory Council Meeting to be held in May in Indianapolis

INDIANAPOLIS, IN (April 2, 2007) – REVERSE 911®, the inventor and leader in the community notification marketplace, made appointments today to its customer-based Advisory Council. In 2005, Sigma Communications created its REVERSE 911® Advisory Council, comprised of individuals representing a cross-section of its growing customer base. Since that time, REVERSE 911® has nearly doubled its presence in the marketplace and continues to rely on the input of an active Advisory Council. Now in its third year, the REVERSE 911® Advisory Council includes 12 members who are professionals in law enforcement, emergency management, and 9-1-1 communications. Each member has been actively involved in the selection, deployment and integration of REVERSE 911® in their local communities.

“I am pleased to appoint these outstanding individuals who will be valuable resources to our company’s growth strategy,” remarked Kevin McCarthy, president of REVERSE 911®. “Their real-world experience of using REVERSE 911® on a day-to-day basis gives us feedback and sparks product initiatives from the user perspective. Their feedback is invaluable to us.”

Members of the REVERSE 911® Advisory Council for 2007 include: **Phil Berthiaume**, County of Essex, Ontario; **Jenny Bostick**, DuPage County, IL Sheriffs Office; **Chris Davis**, Butler County, KS Emergency Communications; **Steve Garvin**, Dorchester County, MD Emergency Management Agency; **Rick Harrison**, Lancaster County, PA Emergency Management Agency; **Dave Janda**, Dane County, WI Emergency Management; **Debbie Kriske**, Sacramento, CA Police Department; **Jason Parker**, Dalton, GA Police Department; **Ed Stoner**, Queen Anne’s County, MD Department of Emergency Services; **Sanford Taylor**, City of Long Beach, CA; **Tom Walton**, Santa Barbara County, CA Sheriffs Office; **Stephanie Yeager**, Brown County, IN Emergency Management Agency.

The Annual Meeting of the REVERSE 911® Advisory Council is scheduled for May 16-18, 2007 in Indianapolis, IN. REVERSE 911® Advisory Council members have a unique opportunity to learn and evaluate pre-release product features, to learn more about the notification industry and impacts of telephony changes, and to have preferred status for upgrades and customer support.

REVERSE 911® is currently deployed in over 400 locations across the United States and Canada. 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.

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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