



FOR IMMEDIATE RELEASE

REVERSE 911[®] Announces Seven Massachusetts Cities have Created a New Interactive Community Notification Network

REVERSE 911[®] Provides a Critical Community Notification Solution for Seven Cities in Massachusetts

Indianapolis, IN, March 11, 2005 - REVERSE 911[®], the nation's only provider of the patented Interactive Community Notification system, today announced new system installations in seven Massachusetts cities: Revere, Somerville, Winthrop, Chelsea, Malden, Everett, and Melrose. Each city has implemented its own REVERSE 911[®] system which has the option to access one or all of its neighboring systems via REVERSE 911.NET[®], a patented networking feature of Sigma Communications. This network provides each municipality with access to multiple phone lines on an as needed basis for high-volume calling needs in the event of a critical situation. In the event of an emergency, one system can capture the calling capacity of any of the other six systems, thus accelerating call deployments and providing for a broader geographic calling area.

REVERSE 911[®] is used by public safety officials to quickly identify, notify and instruct affected individuals in emergency situations. Because of its high calling capacity and the precision of its telephone number and geographic information system (GIS) database, **REVERSE 911[®]** stands alone as the most comprehensive notification tool available. Users are able to contact thousands of individual citizens within minutes.

"The technology installed by **REVERSE 911[®]** will provide the cities' first responders with a state-of-the-art, turnkey public safety communication solution that meets their individual needs," said Steven Warren, Vice President Sales and Marketing at **REVERSE 911[®]**. "The system will function well within today's requirements and is scaled to meet future growth predictions. We look forward to continuing our work with each of the cities' officials to help them make the most of this very useful and necessary communications tool."

Designed for rapid distribution of messages, **REVERSE 911[®]** creates calling zones which can be based on immediate emergency circumstances or selected in advance

based on anticipated scenarios. In addition to its many standard features, **REVERSE 911**[®] offers a variety of optional modules that allow public safety agencies to custom-build a notification system to meet the exact needs of their community. Whether the primary goal is responding to Hazardous Material incidents, gathering and reporting information about criminal activities, or assisting with weather-related evacuations, **REVERSE 911**[®] can custom configure a cost-effective Interactive Community Notification System to satisfy any organization's specific needs.

The cities received their systems through the Boston-based Metropolitan Area Planning Council (MAPC), an organization providing collective purchasing services for many areas of regional importance. "The selection of the REVERSE 911[®] system represents our continuing commitment to providing our citizens with the most advanced technologies available to ensure that our local public safety is as effective as possible," said Joel Barerra, MAPC Project Director. "After researching our options, we concluded that REVERSE 911[®] offered the best solution in technical capabilities, reliability and coverage. We believe that REVERSE 911[®] expertise and technical leadership make them the ideal provider for our needs, and we are very excited to work with the company."

REVERSE 911[®]

The patented REVERSE 911[®] system, manufactured by Sigma Communications of Indianapolis, Indiana, is an Interactive Community Notification System that is used effectively in thousands of U.S. communities and counties to dramatically improve the lines of communication to the general population and targeted groups of citizens. The system provides timely and immediate notification of critical information in times of crisis and emergencies such as natural disasters, missing children and crime alerts. For additional information, please visit www.reverse911.com.

Media Contact:

Anissa Benich

REVERSE 911[®]

Sigma Communications

6720 Parkdale Place

Indianapolis, IN 46254

(800) 247-2363