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December 21, 2009
Press Release
FOR IMMEDIATE RELEASE

CITY TO OFFER TEXT-MESSAGING ALERT SYSTEM

Mayor Carlo DeMaria Jr. is excited to announce a new text messaging alert system is now fully functional for Everett residents. This Community Information Service is designed to deliver important and timely information to residents in our area using the latest technology.

This service, created by Nixle, LLC delivers trustworthy and important neighborhood-level public safety and community event notifications by web, e-mail, and cell phone.

Nixle is simple, trusted and available at no cost. Nixle is a community information service that alerts you to important and timely public safety information and community events via web, e-mail, and cell phone.

Residents can register online at www.nixle.com. The Mayor is excited about the use of this newest technology to deliver important community and public safety information. There is a link from the city's website (www.cityofeverett.com) directly to nixle.

“What better time for us to begin this service than at the beginning of winter,” states Mayor DeMaria, “at a minimum, we can use the text messaging options to alert folks of Snow Emergencies, road closures, and other public safety or traffic delays. Once we really get going, we’ll use the service for community events and other important, timely, information.”

Nixle is a new community information service provider built exclusively to provide secure and reliable communications. Its authenticated service connects municipal agencies and community organizations to residents in real time, delivering information to geographically targeted consumers over their cell phones (via text messages), through e-

mails and through Web access. Nixle is offered at no cost to all governments, their agencies and organizations, nongovernmental organizations and consumers.

For now, Everett residents will be able to receive police-related information and municipal government information via Nixle. Channels providing other kinds of information are expected to be introduced in the future.

Craig Mitnick, the founder and CEO of Nixle, said Nixle differs from current services such as Facebook, MySpace and Twitter, which provide unauthenticated platforms for connections. Nixle solves that problem by providing a single standardized service for consumers to receive immediate and credible neighborhood-level public safety and community information.

“Nixle is a first-of-its-kind tool for communities that need to provide critical information to their residents,” said Craig Mitnick, founder and CEO. “When it comes to public safety information, you have to trust the source. Residents of Everett can rest easy that the local messages they receive are authentic.”

About Nixle

Nixle is a community information service provider built exclusively to provide secure and reliable communications. It is the first authenticated and secure service that connects municipal agencies and community organizations to residents in real time, delivering information to geographically targeted consumers over their cell phones (via text messages), through e-mails and via Web access. Nixle has secured a partnership with Nlets (the International Justice and Public Safety Network), allowing local police departments nationwide to send immediate alerts and advisories. Privately funded Nixle, which has offices in New Jersey and California, is available at no cost to all governments, their agencies and organizations, nongovernmental organizations and consumers. For more information, visit www.nixle.com.

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