



FOR IMMEDIATE RELEASE

For Additional Information Contact:
Don Ball
Chief Marketing Officer
1-877-SNAP911

**MICRO-NEWS NETWORK
ANNOUNCES AVAILABILITY OF
SNAP™-Com
SMART EMERGENCY ALERT TECHNOLOGY**

Houston, TX , April 12, 2004 – Jeff Burkman, President/CEO of Micro-News Network (MNN) announced today that the company’s SNAP™-Com, wireless Smart Emergency Alert Technology is now available for government and commercial emergency notification applications.

“The events of September 11, 2001 brought home the need for emergency personnel to be able to rapidly and reliably alert those-at-risk of pending disasters. More recent emergency events, such as explosions in one of the petrochemical plants near the Houston Ship Channel and local-area attacks in the Rice Village community, are prime examples of the value SNAP™-Com provides emergency management and law enforcement, and the peace afforded citizens in the affected areas. We are also talking with colleges, shopping malls and private businesses regarding the use of SNAP™-Com.” Burkman said.

“The core of SNAP™-Com is its robust technology that has been designed to function when other emergency alert systems often fail or, like sirens, may not be activated. The notification service also operates when the power is off and telephones, including cell phones, don’t or can’t function. MNN’s smart technology was built on five key principles for emergency notification: The solution must be: Reliable-the notification MUST get through; Comprehensive-utilizing every communication method

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available; Targeted-with the ability to reach those affected in a few city blocks or an entire metropolitan area (and not unnecessarily panic those unaffected by the emergency); Instantaneous-the message must get through as quickly as possible so that those affected have time to protect, defend or address the issues that are threatening their quality of life; and the system must be Effective in alerting those affected, even in the middle of the night with the power off. The interoperable system works with MNN's premium proprietary products (SNAP™-100 and SNAP™-200) and with currently used devices such as cell phones, PDA's, pagers, faxes, the Internet and eventually, landline telephones", Burkman added.

"Emergency Managers and Law Enforcement professionals are tasked with alerting those-at-risk to both man-made and natural disasters including severe weather such as tornadoes, flooding, and hurricanes. Man-made disasters include such events are terrorist alerts, amber alerts, toxic releases, and explosions. When other systems fail, when power is out and telephones don't function, Emergency Managers can rely on Micro-News Network's Smart Emergency Alert Solutions to get through. Our system will immediately alert those-at-risk of danger and inform those in harm's way of what action they need to take (such as "shelter in place) to ensure their health and safety. Our solutions can save lives. Those responsible for protecting our communities and cities can now do a better job," said Don Ball, Chief Marketing Officer.

Micro-News Network is a Houston-area business that serves the emergency notification needs of the Government and Commercial markets. For more information about the company and its solutions, visit Micro-News Network's web site, www.mnn.com. Or contact Don Ball, Chief Marketing Officer, at 1-877-SNAP911.



SNAP™-Com Emergency Notification Receiver Device from Micro-News Network.