

# Send Word Now™

## FOR IMMEDIATE RELEASE

December 16, 2003

Contact:  
Michael J. Sher  
(212) 645-5985 ext. 812  
[msher@sendwordnow.com](mailto:msher@sendwordnow.com)

### **SEND WORD NOW TO PROVIDE CRITICAL COMMUNICATION CHANNEL TO U.S. POSTAL SERVICE**

#### **Ability to send voice and text messages simultaneously to entire teams drives decision**

New York, NY – December 16, 2003 – *Send Word Now* today announced that the United States Postal Service has contracted with the company to provide a critical communication channel should the need arise.

Send Word Now, a service established in the aftermath of 9/11, enables key personnel to send a single message to multiple voice and text devices simultaneously in order to reach hundreds or thousands of people within minutes. The service is especially geared towards creating an immediate call to action according to crisis management and emergency preparedness plans.

“The need to communicate quickly to individuals around the country in an emergency situation is something the Postal Service understands well and has experienced first-hand,” said Azeezaly S. Jaffer, Vice President, Public Affairs and Communications, U.S. Postal Service. “*Send Word Now* will greatly assist in our continued communication efforts by enabling us to relay both routine and emergency messages instantaneously to all of the communication vehicles our employees use.

The announcement is Send Word Now's first entry into the Federal Government after developing the service, technology and infrastructure over the past two years.

-- more --

# Send Word Now™

“We are delighted to welcome the Postal Service as a customer”, said Sanford H. Cohen, Founder and Chief Executive Officer. “They, like many of our key customers around the world, recognize the incredible value that our service provides; a cost effective, easy to access, simple to use outsourced solution that is available if you need it, when you need it, 24 hours a day”.

## **SWN Communications Inc. and Send Word Now**

SWN Communications Inc, parent of Send Word Now is a leading critical and routine notification service provider designed to extend public and private sector emergency preparedness, business continuity and contingency planning capabilities. The service allows an account holder to send a message to reach multiple people and their familiar communication devices (i.e. cell, work and home phone numbers, email, pager, and other text messaging devices) at the same time. The mission of the company is to increase the probability that a message is received in a timely manner and a call to action is implemented during critical or routine situations. The company currently has customers across the United States ranging from the media, consulting, public, security, safety, financial and real estate sectors. The company is headquartered in New York City.

SWN Communications Inc. is a registered trademark and Send Word Now is a registered trademark of SWN Communications Inc. Other brands and product names are trademarks of their respective owners.

**Source: SWN Communications Inc.**

## **CONTACTS:**

Michael J. Sher, +1-212-645-5985 ext. 812, [msher@sendwordnow.com](mailto:msher@sendwordnow.com) , or

Dan Napolitano, +1-212-645-5985 ext. 811, [dan@sendwordnow.com](mailto:dan@sendwordnow.com).

Web site: <http://www.sendwordnow.com>

###