



send word now®  
EVERY MESSAGE COUNTS®

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FOR IMMEDIATE RELEASE  
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## PLATINUM SPONSOR SEND WORD NOW® TO DEMONSTRATE ALERTING AND INCIDENT MANAGEMENT SERVICES DURING ABU DHABI, UAE BUSINESS CONTINUITY FORUM

**NEW YORK, NY, 1BFebruary 10, 2014**– [Send Word Now](#), the worldwide leader in critical communications, announced today its participation in and platinum sponsorship of the [4<sup>th</sup> Annual Business Continuity & Emergency Response Forum](#) in Abu Dhabi, UAE, on February 11-13, 2014. Here, company representatives will showcase the award-winning Send Word Now [Alerting Service](#), recently recognized by [DRI International](#) as “Notification System of the Year.” This is the fourth consecutive year Send Word Now will participate in this important educational event.

The Forum, considered by many to be the go-to event for business continuity, crisis management, emergency response and disaster recovery in the MENA (Middle East North Africa) region, will take place at the Le Royal Méridien. More than 100 senior key decision makers and professionals from various industrial and commercial sectors will attend.

[Tony Schmitz](#), CEO of Send Word Now, will be attending the event and delivering a forward-looking presentation entitled “The Future of Emergency Notification: Four Megatrends Impacting Critical Communications.”

Send Word Now will provide a demonstration of its Alerting Service, which enables business resiliency professionals to reach anyone, anywhere, at any time on virtually any device, while simultaneously receiving essential feedback for real-time decision making. Forum guests can also learn about other

valuable services within Send Word Now's evolving portfolio, including integrated [desktop alerting](#) and [incident management](#).

"We are committed to serving the critical communications needs of the global marketplace," said Tony Schmitz, CEO, for Send Word Now. "The 4<sup>th</sup> Annual Business Continuity & Emergency Response Forum provides an excellent opportunity for attendees to share in the many successes of our clients, as well as learn from the vast experience of other business continuity leaders from within the UAE and abroad."

#### **About Send Word Now**

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Headquartered in New York City, Send Word Now is the leading provider of on-demand alerting for crisis communication. The company's easy-to-use, web-based emergency notification solutions and mobile applications are used by businesses, government agencies, universities and non-profit organizations to ensure fast, effective, two-way communication when it is needed the most.

Send Word Now's enterprise-class notification service is capable of transmitting tens of thousands of voice and text messages in minutes, while providing a full audit trail for after-action reporting and follow-up. It is designed to reach anyone, anywhere, anytime, with any device, over any type of connection. Send Word Now was recently awarded "Notification System of the Year" by DRI International, and also received the 2013 Small Business Achievement Award from the Department of Homeland Security for its work with the Federal Emergency Management Agency (FEMA).

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