



PRESS RELEASE

FOR IMMEDIATE RELEASE: Deptford Township Schools Chooses AlertNow for Rapid Communication

December 15, 2009 — Deptford, NJ: Deptford Township Schools has selected the AlertNow rapid communication service to enhance communication between the district, its schools, and the families they serve. Comprised of six early childhood & elementary schools, one middle school, one high school, and one special needs school, the district serves over 4400 students in grades K-12, and is the third largest educational system in Gloucester County.

Using AlertNow, schools are able to deliver voice, e-mail or text messages at a rate of more than two million per hour to telephones, mobile phones, PDAs or any Internet-enabled device. This enables schools to contact parents immediately with accurate, time-sensitive information during emergencies. In addition, AlertNow can also be used to deliver routine messages to enhance parental involvement, increase student attendance and bridge language barriers between parents and schools.

A combination of speed and ease of use were the biggest factors which led the district to select AlertNow, according to Dr. Joseph F. Canataro, Superintendent of Deptford Township Schools. "The service which we used previously to contact our families was much slower," said Dr. Canataro. "One call in particular took nearly three hours to reach all the families of our students. With AlertNow, we can contact everyone in just a few minutes."

Deptford Township Schools began using AlertNow at the beginning of the current school year, and it was quickly adopted by school administrators throughout the district. "AlertNow is very easy to learn and use," said Dr. Canataro. "After using it once, I never needed to use the manual. Our principals have embraced it as well, and all of our schools are getting more use from AlertNow than they did from our previous system. As a result, we're improving communications with our families."

"Once I demonstrated AlertNow to Dr. Canataro, he immediately commented on how easy it was to use," said AlertNow Account Executive John Pfeifle. "He was also impressed by the reporting capabilities and additional features that are specifically designed for K-12 schools, which were lacking with their previous service."

AlertNow delivers millions of messages per month on behalf of more than 25,000 school administrators in all 50 states throughout the country.