



PRESS RELEASE

FOR IMMEDIATE RELEASE: Limestone County Schools Choose AlertNow For Rapid Communication

December 18, 2008 / Athens, AL — Limestone County Schools has selected the AlertNow rapid communication service to enhance communication between the district, its schools, and the community they serve. Comprised of six elementary schools, four K-12 schools, two high schools and a Career Technical Center, Limestone County Schools has approximately 8600 students in grades K-12.

Using AlertNow, schools are able to deliver voice, e-mail or text messages at a rate of more than one 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.

“We began using AlertNow at the beginning of the current school year, and we have been very pleased with it,” said Karen Tucker, Limestone County Schools Director of Technology. “We had been using a different provider for rapid communications, but AlertNow has proven to be a better product. Making the change was a seamless process.”

AlertNow’s ease of use has made it a valuable tool for district administrators and school principals. “Our schools are using AlertNow far more than they used our previous system because it’s so user-friendly,” said Ms. Tucker. “It’s organized very well, which makes it easier for our schools to share important information with their families. One of our principals couldn’t attend the training session, but AlertNow is so intuitive, he was able to learn and use the system on his own.”

Along with being easy to use, AlertNow is a powerful communications tool. “We use AlertNow at the district level for weather-related school closings and emergency messages, but our Superintendent also uses it to share information with our employees,” said Ms. Tucker. “At each school, the system is used to announce upcoming PTO meetings, fund-raisers, and other school activities. Recently, our schools were able to deliver crucial information to all their families about new testing procedures and scheduling adjustments with a single phone call.”

“Today, it’s very important for Limestone County Schools to communicate quickly with those we serve, and AlertNow helps us do that,” said Ms. Tucker. “We couldn’t live without it.”

AlertNow delivers more than five million messages per month on behalf of more than 15,000 school administrators in 49 states throughout the country.