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BROADBLAST TO PROVIDE CITY OF RENSSELAER WITH MASS NOTIFICATION AND EMERGENCY ALERT SYSTEM

Advanced communication technology will allow city officials to instantly communicate with residents and responders to better coordinate communication and response

Rensselaer, N.Y. October 30, 2013 — The City of Rensselaer, announces a new Emergency Alert System. BroadBlast, Inc., a provider of integrated mass communication systems, will be supplying the City of Rensselaer, with a mass notification and emergency alert system. The system will rapidly alert residents in emergency situations and provide critical and time sensitive information that can affect their daily lives as residents of Rensselaer. The solution will also allow for dissemination of more routine information.

The City of Rensselaer will conduct a test of the system on Friday, November 1, 2013. Residents will hear an automated message alerting them to the test. Residents, who are already registered to receive text or emails, will also receive an alert.

“The new system will allow us to inform officials and residents immediately during an emergency, in order to better coordinate communication and response,” says Jim Frankoski, Deputy Police Chief of the City of Rensselaer. “Additionally, the system is set up to improve communication significantly, while saving considerable dollars in the long run.”

BroadBlast’s notification solution is intended to reduce costs by disseminating routine information such as trash pick-up schedule reminders, annual water reports, boil water notices, etc., to residents by email if they opt in to this method of communication.

“Our systems offer municipalities a cost-effective approach for improving communications at every level of the community, from officials to service organizations and residents,” said Amy Friedman, president, BroadBlast, Inc. “The City of Rensselaer deserves to be commended for their forward thinking approach.”

The BroadBlast system is robust in its offering—designed to notify, advise, give instructions, and provide information—but is an easy to use application that allows for rapid, intelligent two-way communication to and from all devices with minimal effort and true reliability. BroadBlast can reach any recipient, regardless of location, providing they have access to a text or communication device (e.g., smartphone, Blackberry, cell phone, landline, text message, mobile app, fax, email, etc.). Administrators have access to GIS mapping for geo-targeted messaging, and real-time and immediate access to all information and statistics, regardless of the location or condition of any infrastructure.

The City of Rensselaer joins more than 50 other clients who have recently signed up to use BroadBlast's technology platform for instant alerts and everyday communications, helping organizations run more efficiently, strengthen relationships and better respond to emergency situations. All City residents are encouraged to register their personal devices to be contacted by going to the City's website at www.Rensselaer.ny.gov and fill out the self-registration page with their information.

About BroadBlast, Inc.

BroadBlast, Inc., is a privately held New York State and Nationally Certified Woman Owned Business, as well as the only nationally certified reseller of tier one technology services that meets the stringent criteria of the Department of Homeland Security in the mass messaging and notification market. BroadBlast's mass notification and emergency alert systems are reliable, proven and scalable. More important, as an authorized reseller of the industry's leading tier one service providers, BroadBlast's solutions are adaptable and customizable to meet evolving client needs.

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Sgt Tony Nagengast

Public Information Officer