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**Send Word Now Recognized in Top 10 of *Fast Company* Magazine's
Fast 50 Annual Reader's Challenge**

New York, NY, February 26, 2007 – Send Word Now, the leading provider of on-demand alerting and response services, today announced that it has been named in the Top 10 in *Fast Company* Magazine's Fast 50 Reader's Challenge. The Fast 50 is a worldwide search for ordinary people and companies doing extraordinary things. The goal is to remind the world of all the good that's created when passionate people with big ideas and strong convictions are determined to make a difference.

The challenge has generated thousands of entries and tens of thousands of comments from around the world, resulting in the high-profile recognition of 50 leaders, innovators, and technology pioneers. This year's challenge has spotlighted businesses that are helping to save the world using new strategies, new ideas, or new technologies to tackle issues like global warming, pollution, sustainability, access to healthcare, poverty, trade impact, child labor, and other concerns.

Click here http://www.fastcompany.com/fast50_07/profile/?orlowsky164 to view Send Word Now's Fast 50 profile and to learn more about how Send Word Now is changing the way organizations communicate during time sensitive situations to preserve safety, security and life. View all Fast 50 Reader Favorites at: http://www.fastcompany.com/fast50_07/readers.html.

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About Fast Company

Fast Company is the only idea-driven business title. It provides impact players in business with the best thinking, best tools and best practices to outsmart and outperform the competition. *Fast Company* is about innovation, creativity, leadership, and vision. Every issue is filled with innovative solutions and smart technologies that companies can use to gain the strategic advantage. Owned by Mansueto Ventures LLC., the award-winning magazine has a circulation of 725,000.

About Send Word Now

Send Word Now is the leading provider of on-demand alerting and response services driving effective communication during time-sensitive situations. Hundreds of Global 2000 and government agencies use Send Word Now for both emergency applications as well as everyday, operational applications like dispatch, staffing, field force mobilization and on-demand conference calls. The company is headquartered in New York City. More information about Send Word Now can be found at www.sendwordnow.com. Send Word Now. Get Word Back. See the Results.

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