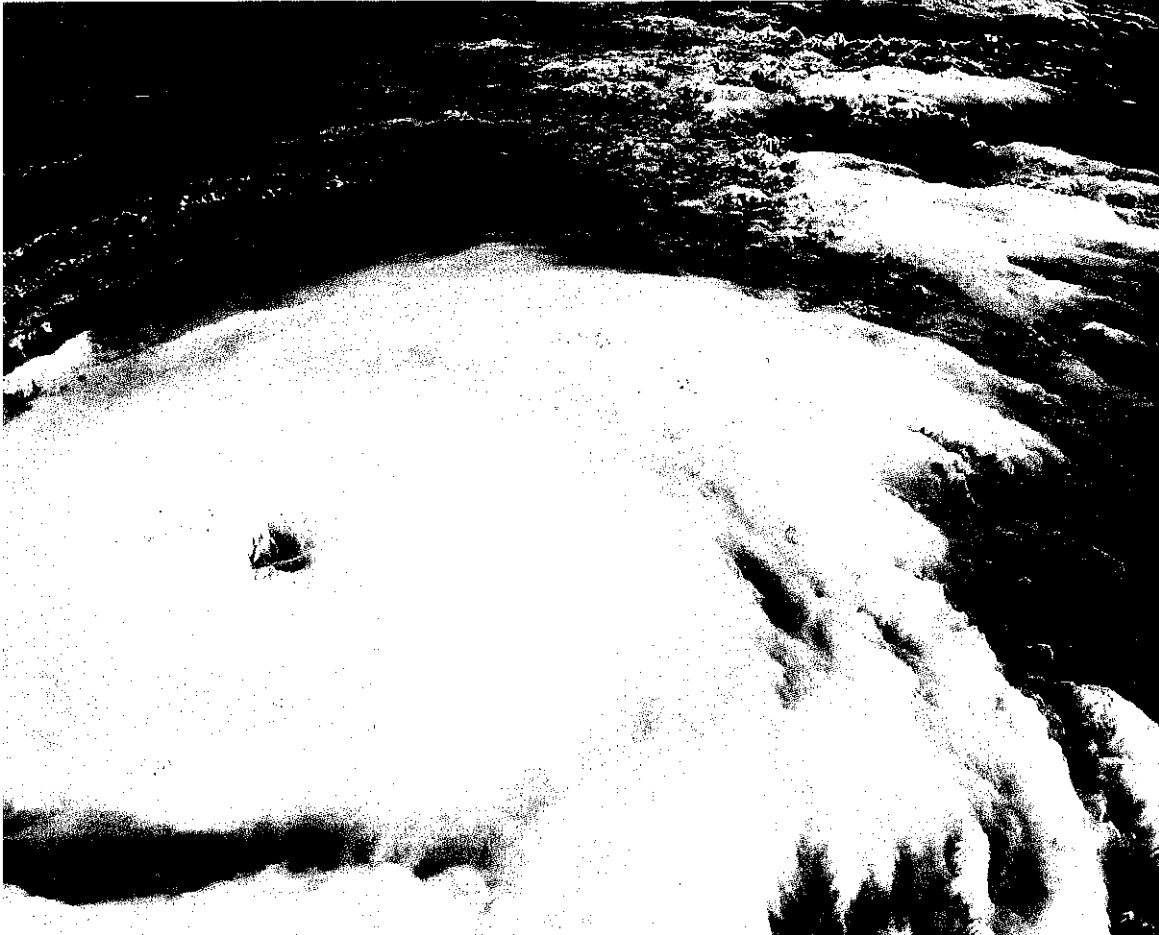


Florida Emergency Preparedness Starts Here

**CODE
RED®**



YEARS OF RELIABLE PERFORMANCE
KEEP FLORIDIANS SAFE

this edition

Humble Beginnings
Emergency Communications Network continues to build its legacy



A Child is Missing
Read more about CodeRED's exclusive partnership

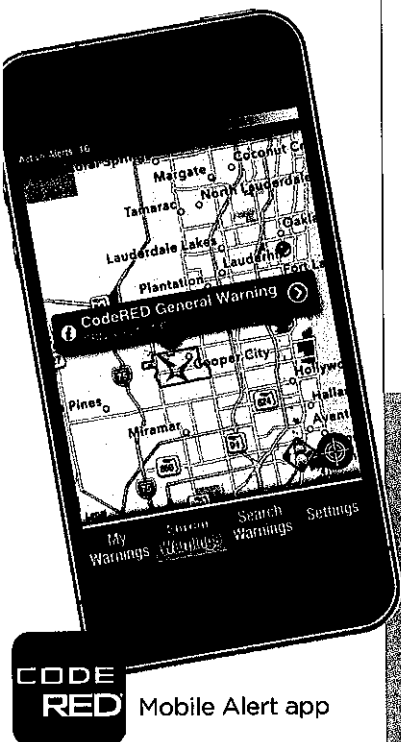


CodeRED making a difference
Hear what clients in Florida are saying



Public Safety Alerts at your Fingertips: CodeRED Mobile Alert app

ECN recently released a new version of the CodeRED Mobile Alert app. Major improvements include subscriber access to view all active alerts for the entire country, as well as badge icons to encourage the subscriber to choose additional subalerts they are interested in receiving. Want to learn more? You can find the app on iTunes and Google Play for a free download!



A LOOK BACK AT HISTORY

Just as Florida celebrates 500 years of history this year, Florida-based Emergency Communications Network (ECN) celebrates 15 years of providing trusted, reliable high-speed multimodal communications.

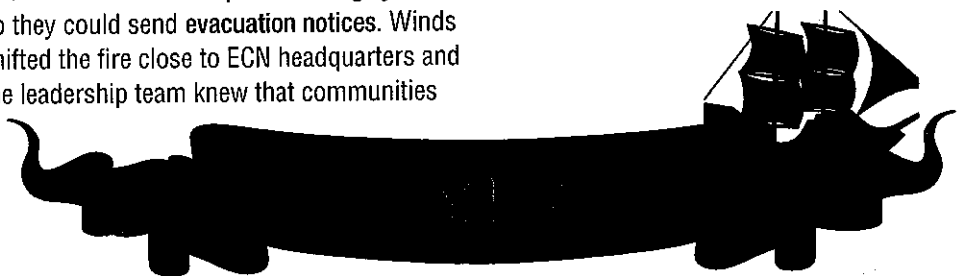
In 1513, Ponce de Leon landed on the southern part of what is now the United States' east coast and named it La Florida. Not too far away from that same location but hundreds of years later, ECN got its humble beginning in 1996 in a sleepy seaside town known as Ormond Beach.

During a devastating summer of wildfires in 1998, Ormond Beach officials called on ECN to utilize our automatic phone dialing system so they could send evacuation notices. Winds shifted the fire close to ECN headquarters and the leadership team knew that communities

like yours could benefit from the same technology that could quickly alert groups of people in times of critical need.

An Internet boom and advances in mobile technology allowed us to provide multimodal notification options to clients. Now, clients can launch notifications to cell phones via voice calls, text messages and through GPS technology to deliver location-specific alerts through the CodeRED Mobile Alert app. ECN can now integrate with IP-based sirens and digital signage.

ECN continues to build its legacy in the notification arena, continuing to pioneer technology that has a history of saving lives.

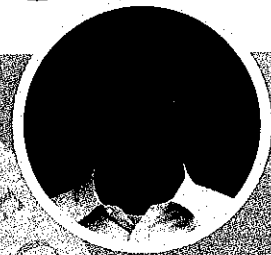


When you think of Florida, you think of hurricanes and of tropical storms, but John Ward, Clay County Emergency Management's Deputy Director, has to think beyond the storms. How to communicate critical information during these severe weather phenomena is Ward's top-of-mind priority. Ward relies on the CodeRED system during

these events because it allows him to quickly get information out to his community.

"The community is thankful for the CodeRED system, especially after Tropical Storm Debby came through and the catastrophic flooding we had last year," Ward said.

In 2012, when Tropical Storm Debby swept through Northeast Florida, multiple calls were launched to residents in Clay County as a proactive measure to alert residents of the storm's approach. Other alerts during that time included shelter openings, evacuation routes and post-storm recovery messages.



John Ward
Emergency Management's Deputy Director
Clay County

"Without CodeRED it would be a matter of going door-to-door, which takes a significant amount of time in a rural area to notify all of the residents," Ward said.

In addition to sending out messages related to severe weather, the CodeRED system has been used in Clay County to help locate missing children as well as internally for staff recall.

"I think the CodeRED system has been very effective," Ward said.

Here's what our clients have to say

As soon as A1A was shut down by the Department of Transportation, we let people know and we got a lot of good feedback from folks saying that they appreciated the fact that we let them know it was closed and let them know when it was reopened. The CodeRED system worked great for us.

—**Steve d'Oliveira**, *Public Information Officer*
Lauderdale-By-The-Sea



think CodeRED's customer service has been great. There has been times like at night and on the weekends that we've either had technical issues or operator errors and we've been able to call in and they have been very responsive in making the all happen.

—**John Ward**, *Emergency Management Deputy Director*
Clay County

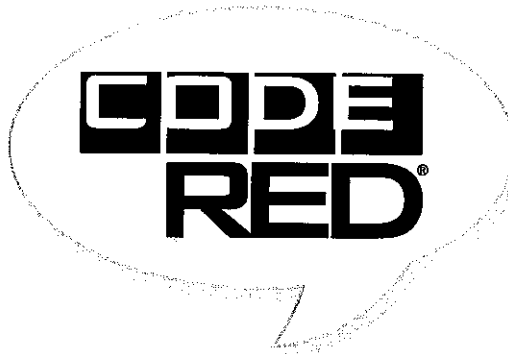
We are fortunate to be able to use CodeRED in conjunction with our social media sites and our normal community outreach programs to make sure our public gets the information they need, when they need it.

—**Michael Heeder**
Emergency Management Preparedness Planner and Public Information Officer
Bradford County

Alachua County became a CodeRED user in 2010. In 2011, the County added the Weather Warning service. During Memorial Day weekend 2012, Alachua County was monitoring Tropical Storm Beryl. As part of that process, Emergency Management staff was emailing status reports to the public through CodeRED. The reports went out 1-2 times a day as the storm approached our area. Additionally, we had multiple wildfires erupt, the County Sheriff's Office requested that we launch a call to warn people of the fire and tell them to evacuate. This was accomplished quickly. CodeRED has proven its flexibility and capability, all in one weekend in Alachua County. We hope we never have to use it again so frequently, but if we do, we know we have a system that can reach out to our community and get the message out.



—**David A. Donnelly**, *CEM® FPEM, CPM, Emergency Management Director*
Alachua County Fire Rescue



CodeRED is very efficient, easy to use, it's easy to explain and the public loves it.

—**Mo Braren**, *Senior Planner for Operations*
Duval County



More counties and cities in Florida choose CodeRED over any other mass notification system. ECN would like to welcome our newest clients who recently joined the CodeRED family

- ★ City of Deltona
- ★ City of Hollywood
- ★ Leon County
- ★ Alachua County
- ★ City of Sanford
- ★ City of Green Cove Springs
- ★ City of Maitland

Did you know?

ECN has an exclusive decade long relationship with the non-profit, national organization, A Child is Missing (ACIM). ACIM is based in Fort Lauderdale and was founded in 1997. The organization serves to help locate missing children, the disabled and the elderly. ACIM reports a **child goes missing every 40 seconds.**



Bradford County Emergency Management wins Governor's Hurricane Conference 2013 Public Education Award

Michael Heeder, Bradford County Emergency Management's Preparedness Planner and Public Information Officer accepted the 2013 Public Education Award on behalf of Bradford County Emergency Management. The award recognizes the development and implementation of a high tech public education program intended to keep citizens notified of emergency situations and severe weather reports.

"CodeRED is a big part of that effort, that allowed us to win that award," Heeder said.



History repeats itself



2004

Hurricane Charley
August 13
Southwest Coast of Florida
Category 4



2011

Hurricane Irene
August 27
Eastern Seaboard
Category 1



2012

Hurricane Sandy
October 29
Northeast
Category 1

Hurricane Frances
September 5
Southeast Coast of Florida
Category 2

Hurricane Jeanne
September 26
Southeast Coast of Florida
Category 3

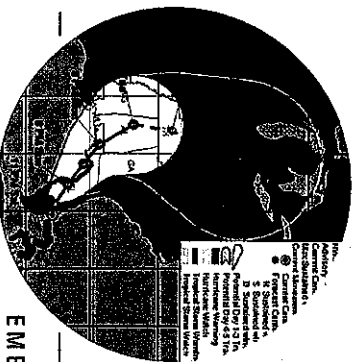
- Nearly 6 million calls launched without delay
- 37 agencies utilized system concurrently

- Nearly 8.5 million calls launched without delay
- Tens of thousands new data entries acquired
- 15 new clients were set-up and trained on the CoderED system in advance of the storm

- 15 million calls launched without delay
- 1.8 million CoderED Mobile Alert app notifications
- Nearly 1 million text and emails delivered, helping to prevent network congestion during height of the storm

October 2012's Superstorm Sandy brought heavy rain and strong winds to the northeast

Hurricane Frances makes landfall in Florida and impacts many southern and eastern states



EMERGENCY COMMUNICATIONS NETWORK®



Mother Nature certainly left an impact on the East Coast in 2004 when Hurricanes Charley, Frances and Jeanne all made landfall just weeks apart in Florida. And as history would repeat itself, Mother Nature struck the East Coast for a second time. Just seven years later, Hurricane Irene left a path of death and destruction from North Carolina all the way through Maine. She didn't wait long to repeat herself again in 2012, when Superstorm Sandy wiped out many northeastern communities.

During each devastating hurricane, Emergency Communications Network's CoderED system provided seamless message delivery before, during and after the storms. And if we've learned anything about history, it won't be long before Mother Nature strikes again. It's an opportunity for us to prove once again the CoderED system's reliable performance during a truly critical situation.

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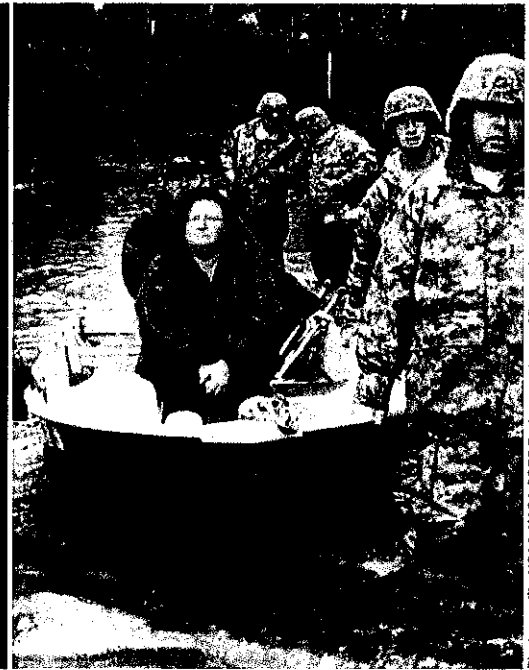
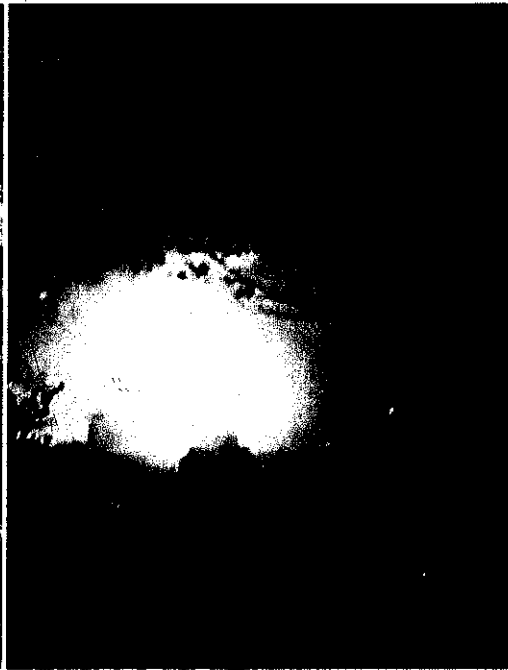


Photo credit: NOAA-NASA OIGER Project metro us / Free Daily News Group Inc. U.S. Army / armur

proves no match for Emergency Communications Network

Strong wind gusts, heavy flooding, sudden fires and uncharacteristic snowfall across the Eastern Seaboard are what made October 2012's Hurricane Sandy more of a Superstorm. Before, during and after the storm's landfall, clients relied on Emergency Communications Network's (ECN) CodeRED system to provide seamless message delivery.

There is a difference and it makes a difference

Because ECN staffs an in-house, highly skilled client support team, clients in the affected area received preemptive calls as we provided assistance to launch test calls and ensure data was properly loaded. The ECN client support team worked around the clock providing help and support, even making follow-up calls after the storm to ensure the safety of our clients and the communities they serve. It is our outstanding client support team that truly makes a difference for our clients.

By the numbers, Superstorm Sandy CodeRED system use:

- **15 million calls** – The CodeRED system launched millions of calls to citizens on behalf of community clients. The CodeRED system successfully contacted 100 percent of records in each client's database, even through reported national telecommunication network congestion and widespread power outages.
- **1.8 million CodeRED Mobile Alert app notifications** – CodeRED clients provided integrated methods of receiving time-sensitive information as they launched Hurricane Sandy alerts to the CodeRED Mobile Alert app. App subscribers received instant, location-based alerts directly on their smartphones as soon as a notification was launched by a CodeRED client.
- **Nearly 1 million text and emails** – Clients accessed text message and email capabilities as additional tools in the CodeRED tool kit. These alternate communication methods proved useful after wireless providers encouraged use of text messages to prevent network congestion at the height of the storm.
- **Tens of thousands new data entries** – CodeRED clients proactively encouraged their communities to enroll in the CodeRED system, which received a record number of entries. To ensure data accuracy, citizens had the opportunity to pinpoint their exact home or business location during the enrollment process to receive targeted notifications. All information was immediately added to the CodeRED system, creating the most up-to-date notification database for client use.

Types of messages: Emergency Operation Center activations • Evacuation orders • Travel bans • Curfews
Shelter locations • Power outages • Parking bans • Road closures • Beach closures • School closures
Trash and recycling pickup delays • Government office closures • Down power lines • Falling trees • Flooding
Boil water advisories • Change of polling locations • Trick-or-treat rescheduling