

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Shelby County Officials to Unveil New Emergency Notification System

On behalf of the Shelby County Public Safety Officials, I invite you to our 'Emergency Notification Kick-Off' press conference on Wednesday November 9th, 2011 to be held at Sidney Police Station at 9:00 AM.

Representatives of Shelby County and its various municipalities are pleased to announce a new tool to rapidly communicate emergency messages to citizens. Utilizing a Federal Homeland Security Grant, the Shelby County Terrorism Advisory Team authorized the purchase of '*TFCC Alert*' from Columbus, Ohio based Twenty First Century Communications.

The primary use of the system will be to disseminate messages pertaining to the health, safety or welfare of the County, Cities and Villages when affected by a perceived, emerging, or imminent emergency event.

Marc Burdiss, Director of Shelby County EMA stated "*TFCC Alert* gives Shelby County municipalities the ability to send time-sensitive, targeted messages to select groups and geographic areas."

The system is capable of reaching landlines, cellular and VoIP phones, Blackberries / PDAs, pagers and TTY/TTD devices for the hearing impaired. Currently, the contact database includes all residential and commercial landline phone numbers. Citizens are encouraged to register additional methods of contact, such as cell phone numbers, VoIP numbers, and email addresses.

For more information about Shelby County's system, including registration updates, please see the link "**Shelby County Emergency Mass Notification System**" at the City of Sidney website <http://www.sidneyoh.com/> or Shelby County Sheriff's website <http://www.shelbycountysheriff.com/>

About Twenty First Century Communications (TFCC)

By using technology to connect people to information, TFCC solutions quickly receive and send high volumes of time-sensitive communications to the right people at the right time, using any communication device. TFCC's inbound and outbound communication technology is currently in place at over 80 electric utilities as well as hundreds of public safety and government agencies, universities, corporations and healthcare facilities.

For more information please visit www.tfccalert.com.