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Veracruz, Mexico Employs CallCommand's CommunitySafe to Provide Vital Information to Citizens about Danger of Hurricane Dean

CINCINNATI, OH, August 22, 2007 -- One of the chief concerns during a major storm such as hurricane Dean, is how to effectively reach all citizens with the correct safety and preparedness information to help reduce panic and confusion. Fidel Herrera, the Governor of Veracruz, Mexico, is using [CommunitySafe](http://www.communitysafe.com) (www.communitysafe.com) powered by [CallCommand](http://www.callcommand.com) (www.callcommand.com) to send out a series of personal messages to over 500,000 citizens to quickly provide vital information to help ensure the safety and peace of mind of his citizens.

CommunitySafe is an instant alert and communications system that allows for the dissemination of vital information to citizens (or communities) quickly and effectively. Users can develop and send out targeted messages instantly from any location. Using state of the art emergency broadcast technology, CommunitySafe facilitates the simultaneous broadcast of voice, text and email messages to ten or tens of thousands of individuals within a matter of minutes. The process is simple and communications are executed with advanced technology that does not tie up resources such as phone lines, bandwidth or personnel.

A series of three messages are being sent out by CallCommand Mexico SA de CV to all citizens of Veracruz. All have personally been recorded by Governor Herrera.

The first message was sent as a warning prior to the arrival of Hurricane Dean. It was a personal message from Governor Herrera to inform citizens that a State of Emergency had been called and to assure them that everything would be fine with security and that all citizens and their families were in the capable hands of the National Guard and the government. It provided an emergency number to call for help or more information.

The second message, sent out just as the hurricane was due to hit, stated that the hurricane was well on its way and that all citizens needed to be prepared. It reassured citizens that all civil protection services were on high alert and that they will do whatever is necessary to protect all families. It advised taking precautions for safety and to cooperate with authorities. It again provided an emergency phone number to call for help or further information.

A third message will be sent shortly after the hurricane that will focus on community rebuilding.

Commenting on the effectiveness of the messages, Al Babbington, CallCommand CEO, stated; "In times of emergency, lack of communication can cause wide spread panic. A message from the voice of authority, such as Mr. Herrera, that supplies vital information, is an invaluable service and can immediately help calm the community. It also helps quickly disseminate information so those concerned can act accordingly."

CommunitySafe is a web-based application that can be accessed either through the internet or from any phone or mobile device. The process to send communications is simple and messages can be sent to any number of targeted lists at any time and from any location.

About Call Command:

CallCommand is a leading provider of integrated and automated, personalized communications focused on the delivery of the right message, at the right time, and through the right channel. In 2007 the Company will deliver over 70 million personalized communications on behalf of over 4000 clients throughout North America.

CommunitySafe powered by CallCommand is a unique application to help create safer communities and build top of mind awareness. It is an instant alert and communication system that allows the dissemination of vital information to citizens quickly and effectively. This unique communication tool simultaneously provides any organization with a more timely and more cost-effective way to communicate to their patrons.

The CommunitySafe program enlists CallCommand's emergency broadcast technology that allows the simultaneous broadcast of voice, text and email communications to tens of thousands of individuals within a matter of minutes.