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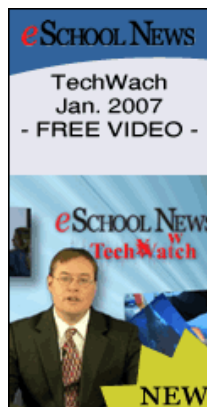
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## K12 Alerts® Tapped by Fairfield School District to Implement Advanced Parent Emergency Notification System

### First School District in Fairfield County to Offer Parents and Residents Real-time E-mail and Text to Cellphone Communications, Emergency Alerts and Cost Savings Benefits

White Plains, NY - (January 24, 2007) - Fairfield Public Schools can now forget the days of time consuming phone chains and flyers sent home in backpacks. K12 Alerts® an innovator of web-based email, text to cellphone and telephone emergency messaging solutions for schools, today announced that they have implemented their high performance parent notification and data collection system for the Fairfield Public School District. Utilizing the K12 Alerts® platform, parents receive emergency and other important notifications by e-mail and text messaging to their cellphones about school closings, early dismissals, impending natural and man-made disasters, school calendar updates, budget information and any other important district news.

For Fairfield, K12 Alerts® offers real-time tracking to determine whether parents have opened an emergency notification. For parents, K12 Alerts® also provides a self-managed account system that lets parents maintain emergency contact information and children's information online. By registering on the school district's K12 Alerts® signup web site (<https://www.k12alerts.com/fairfieldschools/>), parents and staff can receive e-mail and text to cellphone notifications virtually in real-time. Individual opt-in email addresses and text to cellphone numbers are kept confidential and are not made available to organizations, businesses, or individuals. Parents can specify which schools and grades that their children attend and also specify which sports and clubs they would like to be notified about.

The ability to utilize low-cost e-mail in a fast, flexible manner to deliver high-quality communication pieces is a key feature of the program. K12 Alerts® has the capacity to send graphic-rich e-mail newsletters at a fraction of the cost of mailing printed materials -- and is instantly able to track who opens it and when; making sure that parents and community residents are notified. K12 Alerts® contains features which include browser-based tools such as a graphical template builder (newsletters and alerts messaging), advanced K-12 list manager (contact databases by school and grade), query list builder and increased scalability.

According to Gregory Bender, president and CEO of K12 Alerts®, "School districts demand fast, reliable, effective and secure communication solutions that do not drain their internal resources and manpower. Our outsourced solution solves critical K-12 School District communication barriers in real-time, allowing parents and community members to receive critical and time sensitive information immediately. Schools can enjoy tremendous cost-savings utilizing our advanced parent notification system." According to Dr. Ann Clark, Superintendent of Fairfield Public Schools, "Keeping parents informed and up-to-date with the latest information in our fast paced school community can be a challenge. The ability to send regular updates on district initiatives, emergencies and events to segmented mailing lists by school, grade or the entire district with a click of a button makes communicating with our parents significantly more efficient and effective than postal mail or phone chains; parents will enjoy the peace of mind."

"Our e-mail and text to cellphone technology platform creates cost-savings, efficiencies and real-time alerts we believe are imperative in today's school environment after 9/11 and other news related events around the nation. We are

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committed to helping school districts such as Fairfield maximize their investment in technology infrastructure and lower operating costs," said Bender.

K12 Alerts® is located at 445 Hamilton Avenue, White Plains, New York and can be reached at 914.220.8326 or via their website at <http://www.k12alerts.com>.

About K12Alerts®

Message Logix, Inc. is the creator of K12 Alerts® a powerful e-mail, text to cellphone and telephone notification system, facilitates the fast delivery of e-mail, text to cellphone and telephone messaging notifications and student emergency data collection. K12 Alerts® is an emergency messaging and critical student information management platform for school districts that enables school officials to send real-time emergency messages to parents' work and home e-mails, text to cellphones and telephones and gather information. Privately held, Message Logix, Inc. is headquartered in White Plains, NY. For more information, please visit <http://www.k12alerts.com>, or call (914) 220-8326.

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