

Schools Nationwide Are Offered A New Safety Service: Family First Alert System via Text Messaging, by Chatter™ Inc.

Escalation of school violence and potential terrorist attacks heightens the need for a quick response communications tool from school to parents, faculty, critical emergency services and community officials. Chatter's Family First Alert System meets this need.

SAN DIEGO, Sept 20, 2004 / PRN Newswire via COMTEX/ --Chatter™ Incorporated announced today that it has launched its Family First Alert System. This service allows schools, from the district level to the classroom level, to notify parents of any emergency situation from any participating school in the United States. "We are very pleased to be able to meet the pressing security/safety needs of our schools with the introduction of our Family First Alert System," stated David Raine, President of Chatter™.

Notification to parents, teachers, critical emergency services and community officials of extreme emergency events, such as fire, shootings and terrorist's threats can be sent out in seconds by text messaging. Routine notifications for school closings due to bad weather, PTA meetings and other school related events can also be efficiently and reliably sent out by text messaging. Additional use of text messaging would include teacher to parent communications for homework, bad behavior and reminders of events, deadlines, etc. Text messages can be sent to individuals, specific groups of people, or to an entire database of parents, teachers, critical emergency services and community officials. When quick reliable notification is required, no communication tool outperforms the Family First Alert System. This system is designed to be extremely versatile and provides easy management of a wide variety of communication services to build better continuity of information between parents, teachers, the school and district administrators," continued David Raine.

Emergency situations can cause large amounts of property damage and personal injury. The effects of such catastrophes can be greatly reduced with fast, concise information to parents, critical emergency services and community officials. Family First Alert Service was designed to meet this growing need and, in addition, offers numerous other benefits.

Family First Alert Service allows parents to go online and sign up to receive emergency notification from the schools of their choice. This notification process utilizes the technology of the SMS (Short Message Service) and sends text messages to mobile devices (i.e. cell phones), pager and email sequentially until a response is recorded.

Parents can go to www.2chatter.com/familyfirst.php and sign up for this service, which is free to parents and emergency services. Schools can participate for a nominal fee of about 10 cents per child per month dependant on the number of students.