

PRESS RELEASE
For Immediate Release

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SMARTPHONE TECHNOLOGY SAVING LIVES DURING TORNADO SEASON

Emergency Management Agencies Relying on Smartphone Technology for Help During This Year's Tornado Season

NASHUA, NH USA – (April 10, 2013) – Tornado season is upon us and emergency management officials are relying on the latest technology to provide fast, detailed information to people in tornado-prone areas, hoping to save lives.

These advances have already proven effective in emergency situations. In Solitude, Indiana, a smartphone app saved a man's life when a tornado ripped through his town. Richard Pepper heard the Ping4 alert on his phone and ran from his backyard just seconds before a tree crashed onto the exact spot where Pepper had been standing.

"That's a life saving app," said Richard Pepper. (Watch Richard Pepper tell his story [here](#))

The ping4alerts! system is being used by national, state and local agencies from New England to California, including the Littleton, Colorado Police Department, the Massachusetts Emergency Management Agency, the Elbert County sheriff's dept in CO, the University of New Hampshire and others.

"The development of these advanced alerting technologies is critically important," said Greg Carbin with the NOAA National Weather Service's Storm Prediction Center. "The National Weather Service relies on innovative companies to rapidly disseminate hazardous weather information to a wide range of people. These types of value-added services are designed to provide as much actionable information as possible."

"We are pleased to be among the public safety agencies in the country to offer this important and meaningful smartphone application," said Chief Heather Coogan, of the Littleton Police Department in Colorado. "It integrates easily with our existing technology and greatly increases our ability to reach people quickly."

Peak tornado season stretches from April to June in Tornado Alley. 2011 marked the deadliest year for tornados since 1953, with 1,609 confirmed tornados killing more than 500 people.

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About Ping4 Inc.:

Ping4 Inc. is an innovative software communications company developing advanced mobile alerts for smartphones. Using the latest in push notification technology, the Ping4alerts! app enables emergency management officials to deliver real-time, location-based, multimedia alerts to any smartphone, anywhere. Using patent-pending technology, ping4alerts! helps public officials notify any smartphone user with the app within a customized geographic area of crucial, time-sensitive information with text, pictures, audio, links and maps, including extreme weather events and fast-moving, dangerous situations. For more information, go to www.ping4.com.

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