

FOR IMMEDIATE RELEASE
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Newcastle Adopts *Connect-CTY* Communication Service to Enhance Emergency Outreach and Communication

Test Call Planned to Ensure Residents are Ready to Receive Important Messages

(NEWCASTLE, OK – October 22, 2007) The City of Newcastle announced today it has selected the mass communication service **Connect-CTY**® from The NTI Group, Inc. (NTI) and will conduct its first city-wide test call on October 26. Newcastle is the first city in Oklahoma to adopt **Connect-CTY** and has implemented the service to provide city officials the ability to communicate with all residents regarding time-sensitive matters, such as unforeseen events or emergencies.

The **Connect-CTY** service allows emergency officials to send and track personalized voice messages to thousands of residents, businesses, and local officials in just minutes, through a single phone call. The service requires no additional hardware; it can be used from any computer with Internet access or telephone, ensuring that emergency officials can send vital messages from wherever they are located. The city also can track which numbers were reached with a report on the results of outgoing messages.

“With the advanced communication capabilities offered through **Connect-CTY**, it was clear that implementing the service would provide us with the most efficient way to get the word out,” said City Manager, Nick Nazar. “**Connect-CTY** will allow us to easily notify citizens in emergency situations, such as a severe weather conditions, road closures, missing persons, etc.”

City administrators can target messages to an unlimited number of groups – everything from mobilizing emergency response teams to notifying necessary department heads. Authorized users also can use a map on the **Connect-CTY** system to contact specific geographical locations, sending messages only to select communities.

“Sending accurate and current information will enhance our emergency planning and response efforts,” Nazar said. “All residents should register their cell phones, private lines and e-mail addresses into the **Connect-CTY** database to ensure that they are always ready to receive timely messages.”

Primary residential and business phones in Newcastle will automatically be included in the system. However, residents have the option of providing additional contact information including their e-mail address, cell phone and private (non-published) phone numbers included for emergency notifications by visiting the Newcastle Chamber of Commerce Web site (www.newcastleok.org) and clicking on the link that says “SIGN UP NOW – SERVICES BY CONNECT-CTY” to enter additional information into the secure database. Those without Internet access can have their information added into the system by calling (405) 387-2922.

With the **Connect-CTY** service, administrators will have a powerful tool for mass communication without having to purchase new computers, software and telephone lines.

The City of Newcastle will be conducting its first test call on October 26, in order to ensure all residents who would like to be included in the system are given a chance to correct their phone numbers. If residents do not receive the call, they should visit the Chamber’s Web site at www.newcastleok.org and click on the “SIGN UP NOW – SERVICES BY CONNECT-CTY” link to enter their updated contact information into the *Connect-CTY* database.

Residents without Internet access can have their information added into the database by calling (405) 387-2922

For more information on the **Connect-CTY** system, please go to <http://www.ntigroup.com>

** NTI does not sell, lease, share, or rent personally identifiable information (names, addresses, phone numbers, etc.) to any companies or persons outside of NTI or NTI service providers.*

About The NTI Group

The NTI Group, Inc. (NTI), a Delaware corporation, is a privately held company that provides award winning communication systems designed specifically for local, regional, state, and Federal government entities. The **Connect** family of services enables rapid dissemination of critical information via voice and text devices using its premier mass notification engine designed to allow users to quickly and easily record and send time-based notifications to thousands of people in minutes using just a telephone. NTI makes and distributes the **Connect-ED**®, **Connect-CTY**®, **Connect-GOV**®, and **Connect-MIL**® systems, allowing users to target specific groups and/or geographic regions within their database(s) and engage recipients in two-way communication by asking them to respond to questions via their telephone keypads.