



ShoutPoint Enhance Omnilert's Messaging Capabilities

NEWPORT BEACH, CA – November 2, 2007. ShoutPoint, Inc., one of the leading developers of mass voice notification and interactive voice response (IVR) technologies announced that Omnilert, LLC of Leesburg, Virginia, has entered into a technology and marketing partnership that will expand the capabilities of Omnilert's e2Campus and Amerilert emergency notification systems. Omnilert now has the ability to broadcast text-to-voice messages to all subscribers in addition to its already robust SMS, email, RSS, web site and digital signage alert capabilities.

The new text-to-voice messaging capability is powered by ShoutPoint's IVR technology and backed by its own extensive telephony capacity. By utilizing ShoutPoint's combined telephone capacity and IVR software, Omnilert now has the capability of placing as many as 50,000 text-to-voice messages in one minute. "By partnering with ShoutPoint, we significantly increase the speed at which our audible voice alerts are delivered to all of our users," commented Omnilert's CEO, Ara Bagdasarian. "This represents a substantial step in improving public safety by rapidly reaching students, employees and visitors, regardless of whether they are at home, in a building or walking down a sidewalk."

ShoutPoint's technology was integrated with Omnilert's notification system in just a few weeks using ShoutPoint's flexible architecture and APIs. "We developed ShoutPoint from the ground up with an ability to easily integrate with partner's own communications systems," Jamie Christiano, ShoutPoint's President explained. "As a result, when a partner like Omnilert needs rapid integration and expanded capabilities, we can quickly satisfy their requirements."

"ShoutPoint's mass notification technology and extensive dialing capability is an important asset to any organization or government entity that needs to notify large numbers of people quickly. Unfortunately, many municipalities and local governments still rely on expensive, inadequate and decade-old telephone systems for such essential services such as reverse 911 systems. For example, San Diego's system is has limited capacity and can only dial one tenth as many calls an hour compared with ShoutPoint's multiple data center system that has the capabilities to reach over 2 million people with a 30 second message in less than an hour. Capabilities like this are essential for notifying the public of natural disasters and public safety information," added Mr. Christiano.

About ShoutPoint, Inc.

ShoutPoint enhances how you communicate with your customers, constituents and the public through hosted inbound and outbound interactive automated messaging, hosted predictive dialing and telephony stress testing technologies.

ShoutPoint's team has been developing business and communications software for over 15 years. While developing software the team came to the realization that other companies simply were not developing features that customers needed specifically features that gave customers control over their automated messaging systems. ShoutPoint's goal has always been to give customers the control they need and not just add features for the sake of adding complexity. For more information please contact us at 877-ShoutPt (877-746-8878) or email at sales@shoutpoint.com.

About Omnilert, LLC

Omnilert, LLC is the leading provider of selective mass communications for sending time-sensitive information to large groups of people. The self-service, Web-based system enables a single person to communicate timely information to thousands of people anywhere, anytime, on any device. It is ideal for announcing school closings, game cancellations, weather warnings, terrorist alerts, and marketing promotions. The system is built around a reliable SMS text messaging system that sends content directly to a mobile phone, traditional phone, e-mail address, Web page, RSS reader, digital sign, alert beacon, or loudspeaker. Omnilert solutions are sold under the names e2Campus, Amerilert, RainedOut and through resellers. The privately held company is headquartered in Leesburg, Va., and at <http://www.omnilert.com> online.