



NEWS RELEASE
FOR IMMEDIATE RELEASE
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Columbus, Wisconsin – City of Columbus Police Department will utilize a new communications service, effective **July 12, 2010**, that allows us to send important, valuable community information directly to residents using the latest technology.

The Nixle Community Information Service allows us to create and publish messages to be delivered to subscribed residents instantly via cell phone text message and/or email. Notifications can also be accessed online at Nixle's web site at www.nixle.com.

Messages may include: **emergency incident alerts, traffic advisories, wanted subjects and community events**, as well as other relevant safety and community event information.

The service is reliable and free for our group to use.

The messages can be sent specifically to residents registered within a ¼ mile radius, giving them the opportunity to receive trustworthy information relevant only to their neighborhood. Residents decide from which local agencies they want to receive information. Subscribers can also choose the way in which alerts are received, whether it is by email, text message, or over the web.

There is NO spam and no hidden cost. Standard text messaging rates do apply.

Nixle builds on the foundations of other public-to-public communication services, such as Twitter, Facebook, and MySpace, but adds a key component: security. When citizens receive information from our agency via Nixle, they know it can be trusted.

"Nixle is a first-of-its-kind tool for communities that need to provide critical information to their residents," said Craig Mitnick, Founder and CEO. "In today's world, you have to trust the source of your information. Residents of **Columbus** can rest easy that the local messages they receive are authentic."

Residents of **Columbus** and those in neighboring communities can immediately begin receiving pertinent information via text message, email, and web by registering at www.nixle.com.

We are very excited to have you experience it for yourself.

About Nixle

Nixle is a community information service provider built exclusively to provide secure and reliable communications. It is the first authenticated and secure service that connects municipal agencies and community organizations to residents in real time, delivering information to geographically targeted consumers over their cell phones (via text messages), through e-mails and via Web access. Nixle has secured a partnership with Nlets (the International Justice and Public Safety Network), allowing local police departments nationwide to send immediate alerts and advisories. Privately funded Nixle, which has offices in New Jersey and California, is free to all governments, their agencies and organizations, nongovernmental organizations and consumers. For more information, visit www.nixle.com.

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