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PRESS RELEASE

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The Fairbanks Police Department has launched a new Community Information Service designed to deliver important and timely information to residents in our area using the latest technology.

Nixle is a new community information service provider built exclusively to provide secure and reliable communications. Its authenticated service 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 emails and through web access. Nixle is offered at no cost to all governments, their agencies and organizations, nongovernmental organizations and consumers.

“We are very excited about the opportunity to provide Nixle to the Fairbanks community”, said Deputy Chief Brad Johnson. “It gives us one more valuable tool in our continuing effort to become more connected with our citizens using the latest technology.”

Craig Mitnick, the founder and CEO of Nixle, said Nixle differs from current services such as Facebook, MySpace and Twitter, which provide unauthenticated platforms for connections. “When it comes to public safety information, you have to trust the source. Residents of Fairbanks can rest easy that the local messages they receive are authentic.”

Register now and learn more at www.nixle.com. Then share this new service with friends and neighbors to spread the word!

About Nixle

Nixle is a new community information service provider built exclusively to provide secure and reliable communications. Its authenticated service 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 emails and through 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 available at no cost to all governments, their agencies and organizations, nongovernmental organizations and consumers. For more information, visit www.nixle.com.