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KINGDOMWARE CREATES INSTANT MESSAGING FOR EMERGENCY ACTION NOTIFICATION

Products alert citizens and employees of threats

Waldorf, MD. The Bartons were watching TV after the attacks on New York City and Washington, DC on September 11, 2001. They noticed that information was not being targeted at local levels. Emergency officials relied on broad information that might not be relevant to local citizens. In that moment, Tim Barton – co-owner of the software development firm, Kingdomware Technologies – was inspired to create the company’s latest products: Homeland Security Notifier™ (HSN™) and Business Notifier™ (BN™).

The HSN™ was designed to allow authorities to instantly alert citizens of impending threats and advise them of appropriate action. Depending on the level of authority – federal, state, or local -- alerts are sent via computer, cellular device that supports short messaging service (SMS) or text messaging, or by telephone. Unlike e-mail, the HSN™ system receives an instant message that immediately appears on the user’s screen eliminating delays that come with other forms of communication. Subscribers can also specify a mobile and a land-line phone number, allowing them to receive alerts at all times.

The BN™ works much the same way, but is designed to bring proactive notification to the corporate environment, enhancing communication between management and employees. With the BN™ system, management defines user groups or “locations” for sending alerts, direction, or information based on specific, corporate needs. This enables employees to receive directions that are directly relevant to them in their immediate situations.

Used together, both systems uniquely tie government into industry by providing external alerts from government authorities and internal alerts from corporate management. “In the event of an emergency, we wanted to create one integrated system so people would get accurate direction from either or both entities,” explained LaTonya Barton, Kingdomware’s spokesperson. “This way citizens and/or employees are always aware of what is happening externally and/or internally and are able to act immediately from a position of knowledge to prevent human and/or other loss.”

Business Notifier™ is also very effective when it comes to empowering non-technical management with the ability to push information immediately to specific personnel. “Our system is used for more than threats and alerts,” says LaTonya Barton. “Management uses the system to instantly broadcast emergency management meetings to other managers, building closures to all personnel, changed company policies and for many other things that management believes is essential for all or selected personnel to be aware of.”

One of Kingdomware’s first federal customers is the United States Department of Education who will use the system to communicate with employees and contractors throughout

the country. But LaTonya Barton is quick to point out that this product works for any type of business of any size. Businesses with less than 1000 employees can subscribe to the service online at www.businessnotifier.com. Kingdomware works with companies who employ over 1000 people to customize the system for their specific needs. Inquiries can be sent to sales@businessnotifier.com.

For more information about the Homeland Security Notifier™, visit www.homelandnotifier.com or contact sales@homelandnotifier.com.

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