



Local Government Agencies Within the Solar Eclipse's "Path of Totality" to Use Everbridge to Manage Historic Crowds

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Everbridge will Help Communities Reach over 10 Million Contacts to Support Public Safety During the Upcoming Total Solar Eclipse

BURLINGTON, Mass.--(BUSINESS WIRE)--Aug. 16, 2017-- [Everbridge, Inc.](#) (NASDAQ: EVBG), a global software company that provides critical event management and enterprise safety applications to help keep people safe and businesses running, today announced that it is helping government agencies communicate with individuals and manage major crowds during the first total solar eclipse to be viewable from coast to coast on U.S. soil in 99 years—taking place on August 21. As communities within the "Path of Totality" – regions from Oregon to South Carolina where the moon will completely cover the sun – prepare to host concerts, lectures, art exhibitions and other types of events designed to attract residents and tourists to celebrate this historic event, Everbridge will help government agencies distribute public safety messaging to over 10 million total contacts, and an additional 7 million expected visitors, through its Everbridge Suite and SMS keyword-based [Community Engagement](#) opt-in campaigns.

One of the communities preparing for an indirect impact by the 70-mile-wide path of the total eclipse is Larimer County, Colorado. The area is expecting visitors traveling through their County to reach a rural area in Wyoming that is in the path of totality. Larimer County is preparing for an increase to their population on their major highways and county roads as well as preparing to provide mutual aid to Wyoming. Wyoming is estimating the state's population to reach anywhere between 500,000 and 3 million people and they are preparing for more than 90,000 boats on the nearby Glendo Reservoir over the weekend. The Larimer Emergency Telephone Authority, who is the 9-1-1 Authority in Larimer County, is using Everbridge to communicate to residents and visitors about public safety situations during the Eclipse. Residents and visitors who text the word 'ECLIPSE' to 888777 will receive alerts for road closures, detours, fires and general public safety tips.

The Larimer Emergency Telephone Authority has also created a key word through Everbridge to provide situational status updates to all agencies who are partnering to provide emergency services during the Eclipse. The partner agencies include their neighboring state Wyoming, local emergency responders, as well as the Colorado Highway Patrol and Department of Transportation

"With thousands of people traveling through our state to view the solar eclipse, it's important to coordinate public safety efforts among our neighboring states and local government agencies," said Kimberley Culp, CEO, Larimer County Telephone Authority. "Everbridge's technology makes it possible for us to proactively provide safety-oriented directives and help small towns manage crowds that are much larger than they are accustomed to seeing."

In addition to Larimer Emergency Telephone Authority and their partners, other communities located within the Path of Totality will be using Everbridge for event management, community engagement and keyword opt-in campaigns, including Cherokee County, NC (keyword ECLIPSE2017) and Lincoln County, OR (keyword LIC4ECLIPSE).

To support communities across the path of totality, Everbridge also published the [Solar Eclipse Resource Guide](#) in partnership with the Boston University School of Medicine's Healthcare Emergency Management Program. Download the [full guide](#) for emergency and crowd management best practices and tips that can be implemented by your community or organization in the lead up to the event.

"Huge spikes in tourist activity to non-traditional destinations can be a strain for law enforcement and government officials," said Everbridge CEO Jaime Ellertson. "We are supporting all of our affected customers within the eclipse's path to help them overcome this challenge through strategic coordination with other government agencies. We have approximately 10 million existing Everbridge contacts located within the Path of Totality and will ensure that our service delivery and support teams are geared up for this increased capacity to facilitate the safety of all of the individuals and communities involved in this historic event."

About Everbridge

[Everbridge, Inc.](#) (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate an organization's operational response to critical events in order to keep people safe and businesses running. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events such as IT outages or cyber-attack incidents, over 3,400 global customers rely on the company's SaaS-based platform to quickly and reliably aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes, and track progress on executing response plans. The company's platform sent over 1.5 billion messages in 2016, and offers the ability to reach over 200 countries and territories with secure delivery to more than 100 different communication devices. The company's critical event management and enterprise safety applications include Mass Notification, Incident Management, IT Alerting, Safety Connection™, Community Engagement®, Visual Command Center®, Crisis Commander® and CareConverge™, and are easy-to-use and deploy, secure, highly scalable and reliable. Everbridge serves 8 of the 10 largest U.S. cities, 8 of the 10 largest U.S.-based investment banks, all four of the largest global accounting firms, all 25 of the 25 busiest North American airports and 6 of the 10 largest global automakers. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Lansing, Beijing, London and Stockholm. For more information, visit www.everbridge.com, read the company [blog](#), and follow on [Twitter](#) and [Facebook](#).

Cautionary Language Concerning Forward-Looking Statements:

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the anticipated opportunity and trends for growth in our critical communications and enterprise safety applications and our overall business, our market opportunity, our expectations regarding sales of our products, and our goal to maintain market leadership and extend the markets in which we compete for customers. These forward-looking statements are made as of the date of this press release and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as "expect," "anticipate," "should," "believe," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "could,"

"intend," variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the ability of our products and services to perform as intended and meet our customers' expectations; our ability to attract new customers and retain and increase sales to existing customers; our ability to increase sales of our Mass Notification application and/or ability to increase sales of our other applications; developments in the market for targeted and contextually relevant critical communications or the associated regulatory environment; our estimates of market opportunity and forecasts of market growth may prove to be inaccurate; we have not been profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable sales cycles for new customers; nature of our business exposes us to inherent liability risks; our ability to attract, integrate and retain qualified personnel; our ability to successfully integrate businesses and assets that we may acquire; our ability to maintain successful relationships with our channel partners and technology partners; our ability to manage our growth effectively; our ability to respond to competitive pressures; potential liability related to privacy and security of personally identifiable information; our ability to protect our intellectual property rights, and the other risks detailed in our risk factors discussed in filings with the U.S. Securities and Exchange Commission ("SEC"), including but not limited to our Annual Report on Form 10-K for the year ended December 31, 2016 filed with the SEC on March 23, 2017. The forward-looking statements included in this press release represent our views as of the date of this press release. We undertake no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

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