



Everbridge Helps Florida Communities Share Critical Safety Information During Hurricane Irma

September 20, 2017

Over 20 Million Irma-Related Messages Successfully Sent through Everbridge Critical Event Management Platform

BURLINGTON, Mass.--(BUSINESS WIRE)--Sep. 20, 2017-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in critical event management and enterprise safety applications to help keep people safe and businesses running faster, successfully supported the State of Florida and affected local, national and international businesses' preparation, warning and response activities surrounding Hurricane Irma. The Everbridge platform was used to send over 20 million messages to support efforts around Irma.

In Florida, the statewide emergency notification program, AlertFlorida, is powered by Everbridge and managed by the [Florida Division of Emergency Management](#) (FDEM). Through this agency's leadership and vision, more than 85 percent of Florida's 67 counties across the state have deployed Everbridge's critical event management platform. During Irma, the Everbridge system was used by these communities, as well as by those in nearby states, and by global businesses with affected employees and operations, to share safety information, weather updates, sheltering instructions and evacuation directions throughout the course of the storm. Over the course of that same period, Everbridge's other customers sent more than 50 million messages to contacts all over the world unrelated to Hurricane Irma activities.

In preparation for the storm, the state of Florida promoted the keyword, [FLPREPARES](#), to residents, visitors and family members, asking them to text it to 888-777, which would automatically sign them up for critical information and safety alerts powered by Everbridge. Over the course of the storm the number of individuals receiving alerts grew to over 900,000 total opt-ins, with over 600,000 sign-ups during this period. In addition, the City of Tampa promoted opt-ins with keywords in both English and Spanish, which added over 64,000 to the total number of people receiving alerts.

"Natural disasters such as Hurricanes Irma and Harvey remind us all just how important it is to be prepared to share safety information and instructions with residents when the worst happens," added Jaime Ellertson, CEO of Everbridge. "Reliability and scalability of critical communications are essential during such events, both for individuals at risk and for organizations to address disruptions to their business operations."

Everbridge assisted local officials through its Florida-based Technical Account Manager, as well as from its 24x7 [Global Operations Center](#) in Burlington, Mass., where the team closely tracked the hurricane throughout its duration and ensured that full support was available without a decrease in response times. View the [Everbridge Hurricane Irma Infographic](#) to learn more about the company's activities during the storm.

Now that the storm has subsided and cleanup efforts have begun, the state of Florida has released an updated keyword – FLRESPONDS – which will share relevant information with residents about how to safely undertake the cleanup and where they can access services and assistance. Residents can text that keyword to 888-777 to receive those updates.

If you are interested in donating to the relief efforts for Hurricane Irma, you can consider donating to organizations such as [UNICEF](#), [GlobalGiving's Irma Relief Fund](#), the [Direct Impact Fund](#) or the [American Red Cross](#).

About Everbridge

[Everbridge, Inc.](#) (NASDAQ: EVBG) is the global leader in critical event management and enterprise safety applications that automate and accelerate an organization's operational response to critical events in order to keep people safe and businesses running faster. 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.

All Everbridge products are trademarks of Everbridge, Inc. in the USA and other countries. All other product or company names mentioned are the property of their respective owners.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20170920006276/en/>

Source: Everbridge, Inc.

Everbridge
Jeff Benanto, 781-373-9879
jeff.benanto@everbridge.com
or
fama PR for Everbridge
Jeff Drew, 617-986-5004
everbridge@famapr.com