



Southern Glazer's Wine & Spirits Improves Global Employee Safety With Everbridge

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Everbridge's Critical Event Management Platform Improves Risk Assessment and Response Coordination During Severe Weather Events and Other Business Disruptions

BURLINGTON, Mass.--(BUSINESS WIRE)--Aug. 13, 2018-- [Everbridge, Inc.](#) (NASDAQ: EVBG), the global leader in critical event management and enterprise safety applications to help keep people safe and businesses running, today announced that [Southern Glazer's Wine & Spirits](#) has selected Everbridge's [Critical Event Management](#) (CEM) platform, including [Safety Connection](#), to support employee safety and business resiliency during critical events. Southern Glazer's Wine & Spirits is North America's largest wine and spirits distribution company with operations in 44 U.S. states, the District of Columbia, Canada and the Caribbean. The company has over 20,000 employees, including thousands of delivery drivers, salespeople and travelers who work remotely or at over 250 company locations nationwide.

Southern Glazer's mission is to be the world's pre-eminent selling, logistics, and data insights company for alcoholic beverages. Each day, the company strives to exceed all expectations of its trading partners by delivering world-class service and results in every facet of its business. To achieve this requires close partnerships with proven, world-class solution providers – which is why Southern Glazer's chose Everbridge to be the critical event management platform for its enterprise Business Continuity program.

In the face of weather emergencies and other potential incidents that could impact sales, distribution, or warehouse operations, the company is committed to ensuring employee safety and maintaining delivery continuity to all customers and partners. Southern Glazer's selected Everbridge as a partner to help uphold this commitment by providing comprehensive threat response and critical communications capabilities.

"Employee safety and enterprise resiliency are paramount to our organization and we continually seek innovative solutions and partnerships that ensure we are meeting these demands, especially during severe weather events that can impact our operations," said John Liuzzi, the National Director of Business Continuity at Southern Glazer's. "With Everbridge, we feel we have found that partner and look forward to leveraging their platform every day to keep our team safe and informed during a wide range of potential disruptions and events."

With Safety Connection, Southern Glazer's can locate remote employees who are in the proximity of a threat, confirm their safety, send them instructions, and gain field-sourced situational intelligence. The Everbridge platform also ensures important information can be delivered to employees using several different methods, such as SMS, voice, email, digital signage, alert systems, and even sirens. Multiple methods of delivery help to ensure reliable communication, even when certain modes may be unavailable due to the severity of the critical event. Everbridge has multiple layers of redundancy built-in to ensure rapid and reliable delivery, giving organizations near real-time verification, over numerous devices and contact paths.

"There is little, if any, warning when an emergency event or critical business incident takes place," said Jaime Ellertson, CEO of Everbridge. "Companies need to be able to immediately share critical information with employees and respond to situations at a moment's notice. We are thrilled to welcome Southern Glazer's as a customer."

About Everbridge

[Everbridge, Inc.](#) (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate organizations' 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 including IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, over 4,000 global customers rely on the company's Critical Event Management 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 through the secure delivery to over 100 different communication devices, and track progress on executing response plans. The company's platform sent over 2 billion messages in 2017 and offers the ability to reach over 500 million people in more than 200 countries and territories, including the entire mobile populations on a country-wide scale in Sweden, the Netherlands, the Bahamas, Singapore, Greece, Cambodia, and a number of the largest states in India. The company's critical communications and enterprise safety applications include Mass Notification, Incident Management, Safety Connection™, IT Alerting, Visual Command Center®, Crisis Commander®, Community Engagement™ and Secure Messaging. Everbridge serves 9 of the 10 largest U.S. cities, 8 of the 10 largest U.S.-based investment banks, all 25 of the 25 busiest North American airports, six of the 10 largest global consulting firms, six of the 10 largest global auto makers, all four of the largest global accounting firms, four of the 10 largest U.S.-based health care providers and four of the 10 largest U.S.-based health insurers. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Beijing, Kolkata, London, Oslo 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, 2017 filed with the SEC on March 12, 2018. 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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