



## Super Bowl LIII Host City Atlanta Deploys Everbridge to Keep Locals and Visitors Informed During the Big Game

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*Everbridge to Provide Mobile Alerts for One of the World's Most-Watched Sporting Events*

BURLINGTON, Mass.--(BUSINESS WIRE)--Jan. 29, 2019-- [Everbridge](#), Inc. (EVBG), the global leader in critical event management and enterprise safety software applications that help keep people safe and businesses running, today announced that the City of Atlanta has deployed its market-leading platform to alert city residents, visitors and attendees of Super Bowl LIII in the event of an emergency, disruption or need to share important information during the Big Game. Everbridge powers Atlanta's emergency alert system [NotifyATL](#), and city officials are encouraging both locals and Super Bowl attendees to text NOTIFYATL to 888777 to receive important updates on their mobile phones.

Residents and visitors who register for the mobile alerts by texting NOTIFYATL to 888777 will receive critical updates directly from emergency management officials. Text messages may include safety, traffic, weather, and event notifications, including street closures and detours, transit delays, potential disruptions, and updates throughout the event.

The New England Patriots take on the Los Angeles Rams on Sunday, February 3 at Mercedes-Benz Stadium in Atlanta. The game is watched by more than 100 million viewers, who tune in to catch the action on the field as well as the prestigious half-time show. For their part, City of Atlanta officials expect 150,000 out-of-town fans, and a total of more than one million people to attend a series of related events over 10 days leading up to the game, impacting local roads and businesses, and transportation hubs like Hartsfield-Jackson Atlanta International Airport and the MARTA public transit system, both Everbridge customers as well. Everbridge's Global Intelligence Operations Center (GIOC) has also released [pre-event analysis](#) on the potential for disruptions in the immediate area around Mercedes-Benz Stadium.

"The Super Bowl is classified as a SEAR 1 (Special Event Assessment Rating) event by the Department of Homeland Security, which means there are heightened security protocols to protect against terrorism or other criminal activity," explains Tracy Reinhold, Chief Security Officer for Everbridge, and former head of the FBI's intelligence division, where he also served as a Special Agent for over 20 years. "Atlanta has been planning for this event for the past two years, and what we're seeing is extensive coordination at the local, state, and federal level. In the event of a security threat or major disruption, the Everbridge platform is in place to allow officials to quickly alert locals and visitors to any risk and to communicate an appropriate response."

Super Bowl LIII is the latest large-scale event to deploy Everbridge's market-leading platform and keyword-based alerting solution. The system was recently rolled out in New York City for both the [Times Square New Year's Eve](#) celebration and the [Macy's Thanksgiving Day Parade](#). The technology was also deployed at last year's [Super Bowl Championship Parade](#) in Philadelphia, as well as Super Bowl 50 in Santa Clara and the [Rose Parade](#) in Pasadena. Other large events include the [Pride Parade](#) in San Francisco, [Mardi Gras](#) in New Orleans, the [March For Our Lives](#) rally in Washington, D.C., and the [Presidential Inauguration](#). It is also regularly used by officials during severe weather situations, including [Hurricane Lane](#), [Hurricane Irma](#), and the [California wildfires](#).

### **About Everbridge**

[Everbridge](#), Inc. (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 4,200 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 2.8 billion messages in 2018 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, 9 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, Bangalore, Kolkata, London, Munich, Oslo, Stockholm and Tilburg. 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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