



City of Miami Deploys Everbridge to Keep Locals and Visitors Safe During This Sunday's Big Game

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Everbridge Will Provide Mobile Alerts for City of Miami as well as Parade Notifications for Winning Team

BURLINGTON, Mass.--(BUSINESS WIRE)--Jan. 31, 2020-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management](#), today announced that the City of Miami has deployed its market-leading platform to alert residents, visitors and attendees of this Sunday's Big Game in the event of an emergency, disruption or need to share important information. Additionally, Everbridge will power alerts for the winning city's victory parade, with both Kansas City and San Francisco making preparations to utilize the system during each team's homecoming celebrations. This is the first time that Everbridge's platform is being used by all three cities involved in the championship game – the host city and the two competing teams.

Everbridge powers Miami's emergency alerting system, which is part of the statewide [AlertFlorida](#) program. Miami city officials are encouraging both locals and attendees to text SBLIV to 888777 to receive important updates on their mobile phones. The San Francisco 49ers are asking fans to text [SF49ERS to 888777](#) to receive critical updates directly from the city's Department of Emergency Management (AlertSF). In the event of a win, Kansas City plans to encourage parade spectators to register for alerts by texting CHIEFSPARADE to 888777. In each case, text messages may include safety, traffic, weather, and event alerts, including street closures and detours, transit delays, potential disruptions, and updates throughout the day.

The annual championship game is watched by more than 100 million viewers worldwide, who tune in to catch the action on the field as well as the prestigious half-time show. The City of Miami expects 150,000 fans to converge on the city for major events leading up to the game, impacting local roads and businesses, and transportation hubs like Miami International Airport (also an Everbridge customer) and the Metro public transit system.

"This event is classified as a SEAR 1 (Special Event Assessment Rating) 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. "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."

Sunday's Big Game is the latest large-scale event to deploy Everbridge's critical event management platform and keyword-based alerting solution. The CEM platform has been widely adopted by public safety agencies across the country and around the globe to manage large crowds, most recently by the City of New York for Macy's Thanksgiving Day Parade and [New Year's Eve in Times Square](#), along with the City of Pasadena for the Rose Parade. The technology was deployed during last year's Big Game in Atlanta, the [Boston](#) and Philadelphia Marathons, the [Pride Parade](#) in San Francisco and elsewhere, and [Mardi Gras](#) in New Orleans. It is also regularly used by officials during severe weather situations, including [Hurricane Dorian](#) in Florida, the California [wildfires](#), and [Cyclone Fani](#) in India.

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 4,800 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 3.5 billion messages in 2019 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 Australia, Greece, Iceland, the Netherlands, Peru, Singapore, Sweden, 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®, Public Warning, Crisis Management, Community Engagement™ and Secure Messaging. Everbridge serves 8 of the 10 largest U.S. cities, 8 of the 10 largest U.S.-based investment banks, 46 of the 50 busiest North American airports, 9 of the 10 largest global consulting firms, 7 of the 10 largest global auto makers, all 4 of the largest global accounting firms, 9 of the 10 largest U.S.-based health care providers, and 6 of the 10 largest technology companies in the world. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Beijing, Bangalore, Kolkata, London, Munich, Oslo, Singapore, Stockholm and Tilburg. For more information, visit [www.everbridge.com](#), read the company [blog](#), and follow on [LinkedIn](#), [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, our goal to maintain market leadership and extend the markets in which we compete for customers, and anticipated impact on financial results. 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, 2018 filed with the SEC on March 1, 2019. 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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