



Everbridge Provides Critical Event Management (CEM) Preparedness for State and Local Governments as Above-Average 2021 U.S. Hurricane Season Gets Underway

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As the National Oceanic and Atmospheric Administration (NOAA) Predicts Another Active Atlantic Hurricane Season, Everbridge Customers Highlight Preparedness and Response Efforts

BURLINGTON, Mass.--(BUSINESS WIRE)--Jun. 1, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management ([CEM](#)), today announced its support for hundreds of counties and cities along the U.S. Gulf Coast and Atlantic Seaboard (from [Florida](#) to [Massachusetts](#)) as the 2021 hurricane season gets underway. According to the [National Oceanic and Atmospheric Administration \(NOAA\)](#), the forecast for this year's season – June 1 through November 30 – predicts "[above normal](#)" activity, with the likelihood of up to 20 named storms, six to ten of which could become hurricanes. NOAA forecasts three to five of those hurricanes could rise to Category 3, 4 or 5 storms with winds of 111 mph or higher. This year's hurricane outlook follows a record-breaking 2020 season and marks the sixth year in a row of unusually high hurricane activity.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210601005618/en/>



Everbridge Provides Critical Event Management (CEM) Preparedness for State and Local Governments as Above-Average 2021 U.S. Hurricane Season Gets Underway (Graphic: Business Wire)

"When hurricanes strike, communication between emergency managers, first responders, search and rescue teams, and the general population remains vital to saving lives," said Brian Toolan, Head of Government Strategy at Everbridge. "Our team of critical event management experts stands dedicated to providing our customers with the right tools, best practices and functionality to ensure preparedness during the hurricane season, and to always maximize response and safety efforts."

With an emphasis on [lessons learned from 2020](#) – during which 30 named storms resulted in more than \$51 billion in economic losses – the Everbridge Customer Success team released new critical event management and emergency messaging recommendations, guidelines and tips that organizations should incorporate into their hurricane readiness and preparedness plans. Levering the Everbridge Platform, cities, counties and states across the U.S. follow these **best**

practices for effectively communicating with citizens during a crisis:

1. **Deploy a population-wide opt-in means for the public to receive critical updates and information via their mobile device** – provide communities with a quick and easy-to-implement, opt-in solution for citizens to text a keyword or zip-code to an established SMS short-code.
2. **Contribute to a risk data sharing network that connects the public sector with the private sector** – enable government agencies, hospitals, universities, airports, and local businesses to share life-saving information to respond quicker to emergency situations.
3. **Execute special/functional needs registries** – identify at-risk citizens during an emergency to ensure high-priority individuals (i.e., nursing homes, hospitals) receive specialized care.
4. **Create incident zones by geographic location** – trigger mobile emergency alerts from government authorities when an individual travels into, or returns back to, an area designated as an active critical event.
5. **Maximize outreach with robust database of contacts** – to complement opt-in databases, emergency officials turn to the Everbridge Resident Connection database – a robust database of landline, voice over Internet protocol (VoIP) and cellular business and residential contacts to reach the greater population with more confidence.

During the 2020 Atlantic hurricane season – [further complicated by the COVID-19 pandemic](#) – many communities along the eastern seaboard and Gulf Coast utilized the Everbridge platform to communicate critical safety information to residents and employees.

"We have a mission to ensure public safety, community awareness and emergency response," said Francis Xavier Suarez, Mayor of Miami, Florida. "To uphold this commitment, we need to reach our residents as quickly and reliably as possible. Everbridge helps the city of Miami to ensure citizens and businesses have access to real-time public information when seconds count. We are well-prepared to keep our population informed leading up to, during, and beyond hurricane season."

To bolster its ongoing hurricane preparedness efforts, the [Florida Division of Emergency Management \(FDEM\)](#) uses Everbridge to power AlertFlorida, distributing critical information to residents, businesses and visitors across the state. [Interviews](#) with six Florida counties, as well as the city of Miami, document best practices for ensuring hurricane readiness, the benefits of mutual aid assistance across counties, coordinating safe evacuations for all residents, as well as the many use cases for a scalable mass notification platform.

For more information, access the Everbridge Hurricane Best Practices and Preparedness materials, including:

- [Severe Weather Checklist](#)
- [Tip Sheet: Safety Communications During Severe Weather](#)
- [Video: Communication Lessons from Hurricane Harvey](#)

Additionally, Everbridge will host a [Severe Weather Tabletop Exercise](#) on June 4th, offering three pre-work independent activities leading up to the 2-hour instructor-led live sessions covering three modules: preparedness, response, and recovery.

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 Organizations 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 5,700 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 modalities, and track progress on executing response plans. Everbridge serves 8 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, 47 of the 50 busiest North American airports, 9 of the 10 largest global consulting firms, 8 of the 10 largest global automakers, 9 of the 10 largest U.S.-based health care providers, and 7 of the 10 largest technology companies in the world. Everbridge is based in Boston with additional offices in 20 cities around the globe. For more information visit www.everbridge.com

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 successfully integrate businesses and assets that we may acquire; 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 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, 2020 filed with the SEC on February 26, 2021. 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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