



Everbridge Empowers State and Local Governments to Enhance Preparedness and Resilience for 2023 Atlantic Hurricane Season

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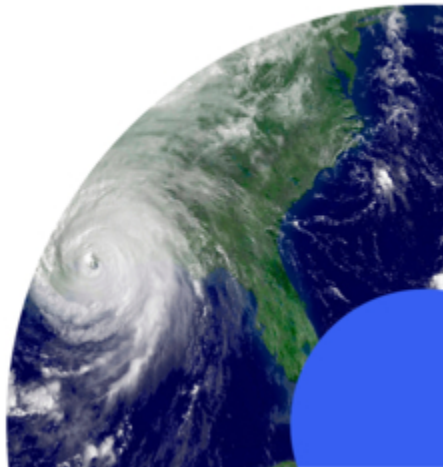
- *National Oceanic and Atmospheric Administration (NOAA) issues 2023 Atlantic Hurricane Season outlook, predicting more than a dozen named storms, with as many as nine becoming hurricanes*
- *Leading critical event management provider highlights importance of timely and reliable communication in safeguarding communities during severe weather events*

BURLINGTON, Mass.--(BUSINESS WIRE)--Jun. 1, 2023-- [Everbridge](#), Inc. (Nasdaq: EVBG), the global leader in [critical event management](#) (CEM) and national [Public Warning](#) solutions, today announced its commitment to supporting state and local governments as the 2023 Atlantic Hurricane Season officially begins today, June 1, and runs through November 30. With the National Oceanic and Atmospheric Administration (NOAA) predicting another active season, Everbridge emphasizes the crucial role of preparedness, real-time information sharing, and emergency response in safeguarding residents along the U.S. Gulf Coast and Atlantic Seaboard.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230601005670/en/>



Empowering resilience for 2023 Atlantic hurricane season



“Effective communication between emergency managers, first responders, search and rescue teams, and the general public remains critical in saving lives during hurricanes,” emphasized **David Wagner, CEO of Everbridge**. “At Everbridge, our dedicated team of Public Safety experts is committed to equipping our customers with the necessary tools, best practices, and functionality to ensure preparedness throughout the hurricane season, enabling optimized response and safety efforts.”

Everbridge supports some of the most populated cities and counties along the Atlantic and Gulf Coasts. The Everbridge platform has been successfully used to protect states and its residents from catastrophic Atlantic storms over the years, including Hurricanes Michael (Category 5), Matthew, Irma, Dorian, Ian, and Nicole. During Hurricane Irma, for example, Everbridge was used to share safety information, weather updates, sheltering instructions, and evacuation directions

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throughout the course of the storm, with over 20 million messages sent to residents.

The impact of severe weather events, particularly hurricanes, necessitates proactive measures to ensure public safety and community resilience. “Part of any comprehensive emergency management plan is to be prepared for impacts to your community and how to provide effective communication to citizens,” said **Jim Coker, Emergency Management Director, Jefferson County Alabama**. “Additionally, we prepare our staff and partner agencies for impacts across the County and bring in resources who assist our response and recovery efforts from local emergencies. Everbridge provides Jefferson County the robust emergency communication tools to engage all of our stakeholders.”

[NOAA](#) issued its outlook for the 2023 Atlantic hurricane season, forecasting that 12 to 17 named tropical storms will develop in the region, which includes the Atlantic Ocean, the Caribbean Sea, and Gulf of Mexico, with 5 to 9 of them becoming hurricanes. Of those hurricanes, one to four could be major, with wind speeds of 111 mph or higher. An average season typically spawns seven hurricanes. NOAA scientists also predict a high potential for El Nino to develop this summer. Moreover, meteorologists from [Colorado State University](#), in a forecast released last month, predict a total of 13 tropical storms will form, of which six will become hurricanes.

Leveraging the Everbridge Platform, state and local governments can follow these best practices to effectively communicate with citizens during a crisis:

Deploy a population-wide system to deliver critical updates and information directly to citizens’ mobile devices. Communities can implement a simple and quick opt-in solution, for example, allowing citizens to text a specific keyword or zip code to a designated SMS short code.

Establish a risk data sharing network that connects the public and private sectors. This network facilitates the sharing of life-saving information

between government agencies, hospitals, universities, airports, and local businesses, enhancing the ability to respond promptly to emergency situations.

Develop special/functional needs registries to identify at-risk individuals during emergencies. This ensures that high-priority individuals, such as those in nursing homes and hospitals, receive specialized care and attention.

Create incident zones based on geographic location to trigger mobile emergency alerts when individuals enter or return to an area designated.

Maximize outreach with robust database of contacts. To complement opt-in databases, emergency officials turn to the Everbridge Resident Connection database – a comprehensive database of landline, voice over Internet protocol (VoIP) and cellular business and residential contacts to reach the greater population with more confidence.

During the 2022 Atlantic hurricane season, the Everbridge platform was used by many communities along the eastern seaboard and Gulf Coast to communicate critical safety information to residents and employees. By taking proactive measures and prioritizing preparedness and resilience, state and local governments can help keep their communities safe and informed during times of crisis.

About Everbridge

[Everbridge](#) (Nasdaq: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today's unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™. For more information, visit <https://www.everbridge.com/>, read the company [blog](#), and follow on [Twitter](#). Everbridge.. *Empowering Resilience*.

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, 2022 filed with the SEC on February 24, 2023 and other subsequent filings with the SEC. 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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