



Everbridge Delivers Mardi Gras Attendees and New Orleans Area Residents Near Real-Time Safety Alerts and Information

February 21, 2017

Text Keyword MARDIGRAS17 to 888-777 to Receive Critical Safety and Event Information from the City of New Orleans and Everbridge During the Annual Celebration

BURLINGTON, Mass.--(BUSINESS WIRE)--Feb. 21, 2017-- [Everbridge](#), Inc. (NASDAQ:EVBG), a global software company that provides critical communications and enterprise safety applications to help keep people safe and businesses running, today announced its [Community Engagement](#)® notification system will be used to help keep New Orleans area residents and visitors safe and informed in the days leading up to and during this year's Mardi Gras celebration on February 28.

The opt-in process is simple: residents, visitors and Mardi Gras attendees can simply text the keyword MARDIGRAS17 to 888-777 to receive the latest safety information and updates from the New Orleans Mayor's Office and the Office of Homeland Security and Emergency Preparedness (NOHSEP) throughout the event. Current subscribers in the New Orleans area will continue to receive their regular local alerts from Everbridge and can choose to opt-in to MARDIGRAS17 for Mardi Gras specific information.

"During large-scale events, the ability to share near real-time alerts and information directly with area residents, visitors and attendees is essential to helping keep everyone safe – whether they're attending the event, or simply happen to live or work nearby," said Joel Rosen, CMO of Everbridge. "Our technology gives the City of New Orleans and the Office of Homeland Security and Emergency Preparedness the ability to connect local officials, New Orleans area residents and Mardi Gras attendees at any time throughout the celebration."

Community Engagement, powered by Everbridge, is a service that has been successfully deployed at similar large scale events which attract visitors from out of town, including the [2017 Presidential Inauguration](#), [Super Bowl 50](#), [Coachella](#) and the [Pope's historic visit](#) to the city of Philadelphia in 2015. It is also regularly used by officials during severe weather situations, including the recent [Oroville Dam](#) crisis as well as [Hurricane Matthew](#) in 2016. The Community Engagement solution offers residents and visitors an easy, event-based keyword opt-in process to improve communication reach for emergency, safety and public information personnel.

For more information on how Everbridge Community Engagement service allows local officials, residents and area attendees to easily stay connected and engaged during high-profile events, please visit: <http://www.everbridge.com/product/community-engagement/>.

About Everbridge

[Everbridge](#), Inc. (NASDAQ:EVBG), is a global software company that provides critical communications and enterprise safety applications that enable customers to automate and accelerate the process of keeping people safe and businesses running during critical events. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events such as IT outages or cyber incidents, over 3,000 global customers rely on the company's SaaS-based platform to quickly and reliably construct and deliver contextual notifications to millions of people at one time. The company's platform sent over 1.5 billion messages in 2016, and offers the ability to reach more than 200 countries and territories with secure delivery to over 100 different communication devices. The company's critical communications and enterprise safety applications include Mass Notification, Incident Management, IT Alerting, Safety Connection™, Community Engagement™, Secure Messaging and Internet of Things, and are easy-to-use and deploy, secure, highly scalable and reliable. Everbridge serves 8 of the 10 largest U.S. cities, 8 of the 10 largest U.S.-based investment banks, all four of the largest global accounting firms, 24 of the 25 busiest North American airports and 6 of the 10 largest global automakers. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Beijing and London. For more information, visit www.everbridge.com, read the company blog, www.everbridge.com/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, expectations, beliefs, features, benefits, and use of our product offerings. These forward-looking statements are made as of the date of this press release and were based on current expectations 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; developments in the market for targeted and contextually relevant critical communications or the associated regulatory environment; our ability to manage our growth effectively; our ability to operate in compliance with applicable laws; nature of our business exposes us to inherent liability risks; 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 Quarterly Report on Form 10-Q for the quarter ended September 30, 2016 filed with the SEC on November 14, 2016. 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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