



Everbridge Provides Critical Communications Lessons Learned from Hurricane Harvey

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Video Focuses on Best Practices in Critical Event Management for Public Safety Agencies

BURLINGTON, Mass.--(BUSINESS WIRE)--Sep. 6, 2017-- [Everbridge, Inc.](#) (NASDAQ: EVBG), a global software company that provides critical event management and enterprise safety applications to help keep people safe and businesses running, has developed a new video with best practices and tips to help public safety agencies prepare for Hurricane Irma. The content comes partially from experiences that agencies had during Hurricane Harvey as Everbridge was used extensively by communities and businesses throughout the eye of the storm.

The full video, "[Critical Communications Lessons Learned from Hurricane Harvey](#)," was developed by the Everbridge customer success team and provides actionable information and best practices that organizations should incorporate into their readiness and preparedness plans for major events that threaten public safety, such as hurricanes, moving forward.

The Hurricane Irma preparedness best practices from Everbridge include:

- **Message construction:** Pointers for developing concise and effective messages using the 3-3-30 principle.
- **Data quality:** Strategies to refresh and augment your contact data, including using community sign-ups as a new source of mobile contact data.
- **Testing:** Tips to run effective tests before the event is anticipated to occur.
- **FEMA's Integrated Public Alert and Warning System (IPAWS):** How to use the IPAWS system to send messages to wireless devices in the vicinity of the event.
- **Tracking the safety of care-dependent citizens:** Plans for pre-populating information on citizens with special needs and checking on their safety.
- **Mobile strategy:** How to employ mobile apps.

Access the full video here: <https://www.everbridge.com/everbridge-tips-severe-weather/>

Everbridge, [which serves the Florida Division of Emergency Management](#), will be closely tracking Hurricane Irma, with additional staff and monitoring in our Network Operations Center and on our Live Operator and Support lines.

If you are interested in donating to the relief efforts for Hurricane Harvey, you can consider the [Hurricane Harvey Relief Fund](#), organized by the Mayor of Houston, as well as the [Houston Food Bank](#) and the [Food Bank of Corpus Christi](#).

About Everbridge

[Everbridge, Inc.](#) (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate an organization's 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 such as IT outages or cyber-attack incidents, over 3,400 global customers rely on the company's SaaS-based 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, and track progress on executing response plans. The company's platform sent over 1.5 billion messages in 2016, and offers the ability to reach over 200 countries and territories with secure delivery to more than 100 different communication devices. The company's critical event management and enterprise safety applications include Mass Notification, Incident Management, IT Alerting, Safety Connection™, Community Engagement®, Visual Command Center®, Crisis Commander® and CareConverge™, 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, all 25 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, Lansing, Beijing, London and Stockholm. 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, 2016 filed with the SEC on March 23, 2017. 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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