



SwiftReach Completes Acquisition of Alert Solutions, Enhances Product Offerings to Clients

Mahwah, NJ - [SwiftReach](#) is pleased to announce its acquisition of [Alert Solutions](#), a leading provider of cloud-based multi-channel messaging and communication solutions, effective January 1, 2016. This acquisition will enhance and optimize message delivery for Alert Solutions' customers, while broadening SwiftReach's presence in the education and healthcare markets.

SwiftReach is the only emergency and mass notification provider that physically owns and operates a [complete telephony network](#), the SwiftReach Notification Delivery Network (SwiftReach NDN™). This highly secure and fully redundant network, employing six data centers in the US and Canada, provides industry-leading control over every aspect of the notification process. This configuration facilitates the delivery of critical messages with the utmost reliability and speed.

SwiftReach's sophisticated suite of products leverage its significant API development to deliver flexibility and convenience through both web-based and mobile apps. Additionally, [SLIM™](#) (SwiftReach Lockdown Incident Management) is expected to deliver significant added value to Alert Solutions' existing customer base. SLIM™ revolutionizes how building emergencies are managed and automatically turns plans into actions.

Alert Solutions has provided its customers with affordable and effective messaging solutions for over 25 years. Its [award-winning technology](#) and growing number of strategic partnerships in [education](#) and [healthcare](#) have been contributing factors in Alert Solutions' success.

"There are significant synergies at play here," said Kevin Alward, CEO of SwiftReach. "Our network helps us achieve the highest success rates for emergency and mass notification delivery. This network will be vital to Alert Solutions' customers, offering them unparalleled speed, reporting capabilities, and convenience."

The acquisition of Alert Solutions represents an important strategic step for SwiftReach as it continues to leverage its network assets into a growing presence in the emergency and mass notification industry.

Q Advisors LLC acted as exclusive financial advisor to SwiftReach.

About Alert Solutions

Alert Solutions provides dynamic, cloud-based multi-channel messaging technology and web services for customers in education, healthcare, and property management, leveraging its robust platform of email, voice, fax, and SMS text messaging. Alert Solutions' powerful communication technology integrates into any existing software or web-based platform. Alert Solutions ensures communications are transmitted efficiently and securely, enabling organizations to relay important information to their audiences. For more information, visit www.alertsolutions.com.

About SwiftReach

Established in 2001, SwiftReach provides emergency notification and incident management solutions to over 1,500 organizations in government, education, enterprise, utilities and healthcare. Swift911™ is SwiftReach's web-based, hosted emergency notification system used to deliver alerts for emergency situations via voice, text, email, fax, and social media. SwiftReach delivers all emergency notifications via the Notification Delivery Network (SwiftReach NDN™), a fully redundant, geographically dispersed network owned and operated by SwiftReach. For more information, visit www.swiftreach.com.

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